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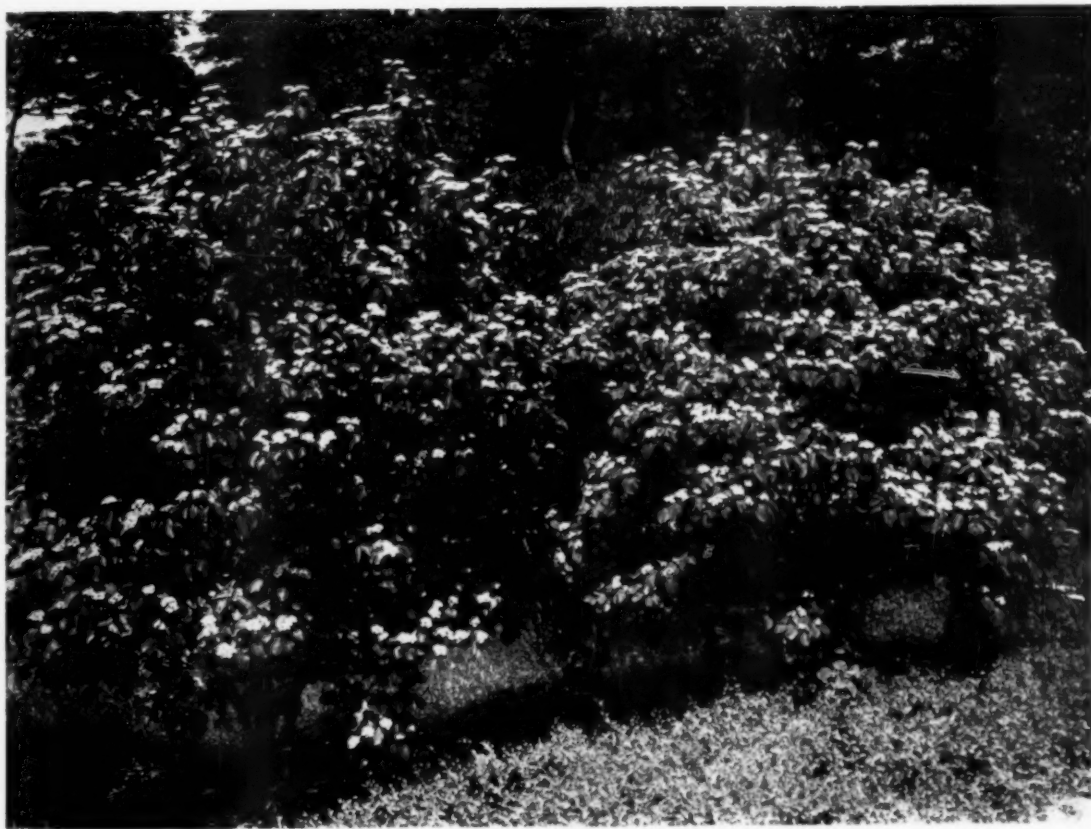
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Botology 1948

AMERICAN NURSERYMAN

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

JULY 1, 1948

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FLOWER—VEGETABLE

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In the past 73 years, the Mount Arbor Nurseries have developed and maintained this unique service—a service which is unmatched in the industry. No other wholesale nursery offers you such a complete line of superior quality Nursery Stock—every item you need to do business including **Fruits and Fruit Tree stocks, Roses, Hardy Shrubs, Shade Trees, Hedges, Vines, Perennials, Peonies and Bulbs** of many kinds.

Superior Quality is Assured by our three Branch Nurseries and four affiliated Nurseries located where soil and climatic conditions are ideal for the kinds of stock being grown. More than 1,000,000 roses are being grown at our Rose Ranch at Gustine, in Northern California; millions of Fruit Tree Stocks, and some varieties of Fruit Trees, at our Branch at Zillah, Washington; other Fruit Trees, Ornamentals, Perennials, Peonies and Bulbs, at Shenandoah and at Fremont, Nebraska, and St. Joseph, Missouri; Grapes and other Small Fruits from affiliated nurseries.

Liberal Grades are Guaranteed as all Nursery Stock is shipped to Shenandoah and graded, under our personal supervision, according to the Horticultural Standards of the A. A. N.

Bare Root and Packaged Nursery Stock Can be Included in the Same Shipment. We have packaged Nursery Stock for 28 years and offer a complete line of all items suitable for counter selling in Salesyards, Nursery Stores, etc. All attractively packaged with variety pictures and tags in natural colors. Our Packaged Stock De-

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Sales of Nursery Stock Will Continue to Increase; but, as competition becomes keener and operating costs rise, it is increasingly important that you secure the best available stock at reasonable prices, which will enable you to build up a clientele of satisfied customers and to earn adequate net profits. This can be done if you take full advantage of our complete service. Consult our Salesmen, or send us your complete Want List. And, do it early while stocks are complete!



One of America's Foremost Nurseries

Mount Arbor Nurseries

ESTABLISHED 1875

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AMERICAN NURSERYMAN

(Registered U. S. Patent Office)

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

VOL. LXXXVIII, No. 1

JULY 1, 1948

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COMPLETE REPORT OF A.A.N. CONVENTION IN AUGUST 1 ISSUE

Send your copy early!

(If you are going to the convention, be sure to send your advertising copy before you leave.)

Forms for August 1 issue will close Thursday, July 15.

JULY 1, 1948

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**AT THE
MILWAUKEE
CONVENTION
Booth No. 2**

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**FULL COLOR
MOVIES of
OUR 1948 SEASON
and HOW TO USE
CLOVERSET POTS
for
MORE PROFIT**



You'll See How We
POTTED, STARTED AND SOLD 70,000
ROSES, SHRUBS, VINES, PERENNIALS, ETC.

You'll See How...

We display started plants for selling.
We handle sales.
We complete the sale.
We attract and control crowds of customers.
We use all details of the Cloverset Salesyard Methods.

Practical Nurserymen for 25 Years

**We Want to
Meet You At
the Convention**

We will be in our booth (No. 2) at the big convention to show you our color movie and to answer any of your questions about Cloverset Pots. We will be pleased to meet you and to be of any possible help in boosting your salesyard profits.

**Kenneth Haysler
Margaret Haysler**

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105th Street and Broadway, Kansas City 5, Mo.

AMERICAN NURSERYMAN

F. R. KILNER, *Editor and Publisher*

Joan L. Kilner, *Assistant Editor*

Editorial

THE SEASON'S RECORD.

The varied aspect of the season just past is made clear through the reports of key nurserymen published in these columns and from the oral reports presented at group conferences in several places the past month. The conferences were primarily of wholesale growers and of mail-order firms. The landscape planters were still hard at work trying to catch up with the accumulated orders on their books.

While some mail-order firms report an increase in volume of sales over the preceding year, they are largely specialists in the ornamental field. Those primarily selling fruit trees and small fruit plants fared not quite so well as the year before. While small fruits finally cleaned up, some fruit tree items, particularly apple and peach, did not.

At the time the mail-order catalogs went out last February, it will be remembered, a wave of business pessimism was sweeping over the land, and there was talk of a readjustment and even of a depression. Then the continued cold weather chilled the planting urge. Considerable warm weather was required to overcome the twin obstacles. Late orders were heavy, and many were so late they could not be filled.

So far as fruit tree planting was concerned, the victory garden urge had waned, and orchardists last year received such low prices for their fruit that there was no incentive to spend money for new orchards or for replanting old ones.

Some nurserymen foresaw the decline on the cards, believing the phenomenal demand for fruit trees could not but be followed by a falling off in sales, inasmuch as the incentive of high wartime prices was past. Others believe that fruit tree production has been stabilized to the point that demand, rather than supply, is the keynote to next season's prospects.

The frosts that occurred for several week-ends beginning at Easter wrought havoc with the peach crop in the southeast and as far west as Texas. Reports in other places in the east, as regards both peach and apple crops, are spotty. Whether high prices for fruit will compensate for

reduced crops is yet to be determined.

Small fruit plants cleaned up well, and a good demand is expected another season. An abundance of moisture in the east favors good crops of the berry plants, while drier conditions in the midwest during late May and early June left this subject open to conjecture.

Ornamentals sold well everywhere, and supplies were not more than adequate in any item except roses. Many lines were short. Damage was done to some deciduous shrubs as well as to evergreens by the past winter. While damage to evergreens was larger west of the Great lakes, some was experienced eastward. It was generally ascribed to a long cold winter, with continued snow on the ground, without a midwinter or early thaw to relieve the dryness of the soil which resulted from the meager rains last autumn.

Until the general mail-order firms are able to segregate their sales according to lines of stock, it is too early to say whether they experienced any falling off in the demand for ornamentals, or whether their reduction in sales by ten or fifteen per cent was in the fruit lines alone. Some expected such a decline, anticipating that the public would want to visit the neighborhood nurseries when transportation again was unrestricted. As a matter of fact, cash-and-carry sales set a record at most nurseries. As stated before, landscape planters moved more stock than they had since before the war, and the lack of experienced labor made it impossible to care for all of the available orders, much less solicit new business.

Conspicuously in increased demand were herbaceous perennials in general and such items as phlox in particular. The firms which had such material available were able to increase their sales volume considerably. Herbaceous perennials probably require more labor, not only in production, but also in harvesting and selling, than any other type of nursery stock. Hence the supply dropped during the war years, when many small operators ceased business entirely and numerous specialists cut down their production for lack of help. Occasional farseeing firms gambled on the resulting prospect, and their sales were quite gratifying the past spring in consequence.

Generally, the mail-order trade reported the physical volume of trade upward, while the cash total trend

was downward. Indicated was a larger number of small orders, a fact that in itself added to the cost of doing business. Higher express and freight rates, in addition to the advance in the prices of most supplies, made the items of costs generally a headache.

THE PROSPECT AHEAD.

Reviewing the past season as a guide for the one ahead, nurserymen generally see high costs a continuing factor. Expenses will be larger in proportion to volume of business if more effort must be put on sales, if more advertising is necessary per dollar of order and if costs are increased by a smaller average size of order. Few items of cost show any weakening. The tendency is still in the other direction. The prospect depends on the effect of current governmental moves on prices generally.

Some assert that the billions of dollars which the federal government will pour out in the next few years, through spending for increased armaments and for shipments abroad under the Marshall plan, will give a renewed impetus to citizens' spending as the dollars find their way downward to the pockets of the rank and file. If such spending should influence the prices of agricultural commodities, there is the possibility that labor unions, just lately quieted in their claims for a third round of wage increases, may renew their demands. But if the expenditures are to be made chiefly for steel and other metal products, whether for armaments or for machinery that Europe needs, some claim that the general economy will not be greatly affected so far as prices are concerned, though the additional income will produce more prosperity for all.

The outcome of such debates on the general economy of this country is beyond us. The experts have made some grievous mistakes in their predictions of business since the war. The nurseryman can better base his future course of action on the factors which he can see and evaluate. If he produces what he estimates he can sell, he is in position to make prices which will cover his costs of production and of operation. In some lines there is adequate room for increased production, as is plain to all, but this is no time for gambling, for a bad guess is too expensive.

[Concluded on page 35.]

Expect Record A. A. N. Convention

All 350 rooms reserved for the A. A. N. at its convention headquarters, the Schroeder hotel, were assigned by June 1, but more hotel accommodations are available near by, and a record attendance appears assured for the seventy-third annual convention of the American Association of Nurserymen to be held July 18 to 22 at the Schroeder hotel, Milwaukee, Wis.

During the convention, A. A. N. headquarters will be in parlor C of the hotel, with headquarters of the ladies' auxiliary in parlor D. The registration desk will be in the foyer on the fourth floor, and the press room will be located in the committee room on the fifth floor.

Meeting Schedule.

Several meetings of the A. A. N. executive committee and of affiliated nurserymen's groups, as well as the opening of the Rathskeller, the nurserymen's private room for entertainment and refreshments, at the Schroeder hotel will precede the formal opening of the A. A. N. convention, which will be called to order at 9:30 a.m. July 19 by President J. Awdry Armstrong.

Features of the business and educational sessions were described in the preceding issue, and a detailed schedule of events, including A. A. N. meetings and entertainment, the meetings of the National Landscape Nurserymen's Association and of other affiliated nurserymen's groups, appears on page 9. As will be noted from the convention schedule, the program has been arranged to take care of necessary business expedi-

tiously and to allow ample time for educational features and social activities befitting a national convention of nurserymen.

Guest Speakers.

In addition to the important reports of officers and committees of the A. A. N. to be heard at the meetings of the board of governors, will be a number of talks on varied subjects which should draw an interested audience.

These speakers and their subjects are Frederick H. Nickels, Eddy-Rucker-Nickels Co., Cambridge, Mass., "New Sales Opportunities Created by Changed Conditions"; Frank McKennon, chief of the division of plant industry of the Oregon state department of agriculture and vice-chairman of the National Plant Board, "Plant Board Activities and Nursery Markets"; Robert W. McMillen, editor of the Farm Journal, "The Farm Market Potential"; John S. Robling, public relations manager of Better Homes and Gardens; Kenneth H. Anderson, associate director of the National Committee of Boys and Girls Club Work, Inc., and Court R. Conlee, promotion manager of the Milwaukee Journal, "Market-stimulating Contests"; M. Truman Fossum, Cornell University, Ithaca, N. Y., "Industry Statistics as a Merchandising Tool"; Spencer McConnell, president of the Canadian Nurserymen's Association, "Business Across the Border," and J. H. Slingerland, Robert Archer Co., Chicago, Ill., "How to Make Your Own Ads That Sell."

Entertainment.

Since most conventioners arrive the day preceding the formal opening of the convention, entertainment begins Sunday evening, July 18, with the opening of the Rathskeller, a room especially designed for entertainment and refreshment after the various business sessions.

A highlight of the social side of the convention will be a southern style barbecue which Holton & Hunkel Co., Milwaukee, is giving at its Brown Deer Nurseries, Monday, July 19. Busses will leave the Schroeder hotel at 4 p. m. to take guests to the barbecue. A group picture of the gathering is to be taken at the Brown Deer Nurseries.

The Rathskeller will be open Monday evening after the barbecue and again on Tuesday evening. No special events have been announced for

Tuesday evening; so conventioners may be free to choose their own entertainment at Milwaukee.

At 6 p.m. Wednesday, July 21, cocktails will be served in the Rathskeller preceding the annual past presidents' banquet and dance, which is always one of the major social events of any A. A. N. convention.

Special Ladies' Program.

Ladies and junior guests will join the men for entertainment in the Rathskeller, the barbecue and the past presidents' banquet and dance and will also be entertained with events planned especially for them.

The ladies and junior girls will see a radio program, "The Grenadiers," the morning of July 19 at Milwaukee's Radio City. The annual luncheon and meeting of the A. A. N. ladies' auxiliary and a fashion show by Hixon will be held July 20 in the Rathskeller, and a tour of the Phoenix Hosiery Co. has been planned for the morning of July 21.

Officers of the ladies' auxiliary are: President, Mrs. E. L. Baker, Fort Worth, Tex.; vice-president, Mrs. John McDonnell, Oakland, Calif., and secretary-treasurer, Mrs. Edwin Stark, Louisiana, Mo.

Junior boys will join the men for a bus tour of the Milwaukee parks system the afternoon of July 21 and are also invited to the barbecue, the Rathskeller and the past presidents' banquet and dance.

Room Reservations.

Although all accommodations at the Schroeder hotel have already been assigned, there is still a good



M. Truman Fossum.



J. H. Slingerland.

reserve of rooms at the Plankinton hotel near by, and another 250 registrants can be accommodated there. Reservations for hotel accommodations are now being handled by the Milwaukee Association of Commerce at the Plankinton hotel, but members should still send their reservation cards to the Schroeder hotel at once if they have not already reserved hotel rooms. Rates at the Plankinton hotel are comparable to those at the Schroeder hotel. Double rooms are more plentiful than single rooms; so nurserymen are asked to share a room wherever possible.

Members are also reminded to send in their advance registration forms with their checks in payment thereof to the A. A. N. Washington office in order to avoid delay at the registration desk at the convention. By registering in advance, members will have their badge books, badges and programs ready for them upon arrival at the convention.

Convention Committees.

Heading the committees of A. A. N. members planning the seventy-third annual convention is Thomas S. Pinney, Evergreen Nursery Co., Sturgeon Bay, Wis., who is general chairman. Charles H. Hawks, Jr., Hawks Nursery Co., Wauwatosa, Wis., is convention treasurer. Donald D. Wyman, Bay State Nurseries, Inc., North Abington, Mass., and Ray Hartman, Leonard Coates Nurseries, Inc., San Jose, Calif., are ex officio committee members.

The members of the various convention committees are as follows:

Budget: Charles Hawks, Hawks Nursery Co., Wauwatosa, Wis., chairman; Edwin Eschrich, Wayside Gardens, Milwaukee, Wis.; E. H. Niles, White Elm Nursery Co., Hartland, Wis., and H. W. Riggert, Coe, Converse & Edwards Co., Fort Atkinson, Wis.

Decorations: E. C. Hunkel, Holton & Hunkel Co., Milwaukee, Wis., chairman; Harold O'Brien; Howard W. Anderson; Robert H. Gieringer, Milwaukee, Wis., and R. C. Pippert, Pippert Evergreen Nursery Co., Cleveland, Wis.

Entertainment: J. P. Foster, Holton & Hunkel Co., Milwaukee, Wis., chairman; Arthur L. Watson, Arthur L. Watson Nurseries, Grand Rapids, Mich.; J. Mueller, Landscape & Tree Service, Milwaukee, Wis.; Edwin Eschrich and F. W. Fancher, Fancher's Nursery, Sturtevant, Wis.

Exhibits: Edwin Eschrich, chairman; Harold Hunziker, M. J. Hunziker & Sons, Niles, Mich.; Elmer Palmgren, Palmgren's Nurseries,

Glenview, Ill., and Charles Mace-mon, Racine, Wis.

Transportation: Walter R. Remond, Carl Gerlach Co., Milwaukee, chairman; J. P. Foster; W. J. Smart, D. Hill Nursery Co., Dundee, Ill.; Herbert F. Trautman, Trautman Nurseries, Franksville, Wis., and Robert Chase.

Registration: H. W. Riggert, chairman; John Siebenthaler, Siebenthaler Co., Dayton, O., and Al Wetli, Wetli Landscape Service, Green Bay, Wis.

Publicity: L. L. Kumlien, Kumlien Nursery, Janesville, Wis., chairman; H. C. Hanson, Hawks Nurs-



Thomas S. Pinney.

ery Co., Wauwatosa, Wis., and Miles W. Bryant, Bryant's Nurseries, Princeton, Ill.

Mrs. E. C. Hunkel is chairman of the ladies' program and will be assisted by the wives of the committeemen.

N. L. N. A. PROGRAM.

Program plans are now complete for the convention of the National Landscape Nurserymen's Association, to be held July 20 in the Pere Marquette room of the Schroeder hotel, Milwaukee, Wis., in conjunction with the convention of the American Association of Nurserymen July 18 to 22 at the Schroeder hotel. The full schedule appears on page 9.

President J. Franklin Styer, Styer's Nurseries, Concordville, Pa., will open the meeting at 10 a. m. with the annual president's address and will be followed by Harold E. Hunziker, M. J. Hunziker & Sons, Niles, Mich., who will present the secretary-treasurer's report.

Other features of the morning program will be an address entitled "Let's Have the Colleges Working for Us" by Homer K. Dodge, Land-

scape Service Co., Framingham, Mass., chairman of the educational committee, and an address entitled "Selling During These Times" presented by William J. Grede, Grede Foundries, Inc., Milwaukee, Wis. The morning session will be concluded with the appointment of committees.

The first portion of the afternoon program will be devoted to three addresses, which will include "Do Not Overlook the Rural Landscape Possibilities" by R. B. Hull, landscape extension specialist, Purdue University, West Lafayette, Ind.; "A Landscape Architect in the Nursery Business" by Jan B. Vanderploeg, North Muskegon, Mich., and "The Parks System of Milwaukee County" by Alfred Boerner, chief landscape architect, Milwaukee county parks.

A discussion hour and the election of officers will conclude the convention.

The program for the meeting was arranged by a local committee including Walter R. Remond, Carl Gerlach Co., Milwaukee, Wis., chairman; Lawrence G. Holmes, White Elm Nurseries, Hartland, Wis., and Charles H. Hawks, Jr., Hawks Nursery Co., Wauwatosa, Wis.

AFTERNOON PROGRAM FOR ASSOCIATION SECRETARIES.

Originally scheduled to include both morning and afternoon sessions, the annual meeting of the Association of Nursery Association Secretaries, to be held July 20 in conjunction with the convention of the American Association of Nurserymen July 18 to 22 at the Schroeder hotel, Milwaukee, Wis., will have an afternoon session only, in order not to conflict with a meeting of the board of governors of the A. A. N., which is scheduled for Tuesday morning.

The program for the meeting of the Association of Nursery Association Secretaries, prepared by Miles Bryant, secretary of the Illinois State Nurserymen's Association, and John Siebenthaler, secretary of the Ohio Nurserymen's Association, will open at 2 p. m. with an address by Richard P. White, executive secretary of the A. A. N., on "The Importance of Attention to Details in Planning a Smooth-running Convention." Ray L. Price, Price Nurseries, Plymouth, Ind., secretary of the Indiana Association of Nurserymen, will discuss "The Value of Monthly Bulletins to State and Regional Nursery Associations."

At 3 p. m. there will be a round-

[Concluded from page 10.]

American Association of Nurserymen

Seventy-third Convention, at Schroeder Hotel, Milwaukee, Wis.

COMPLETE PROGRAM SCHEDULE

THURSDAY, JULY 15.

- 10:00 A.M. A. A. N. Executive Committee. Parlor H.
2:00 P.M. A. A. N. Executive Committee. Parlor H.

FRIDAY, JULY 16.

- 9:00 A.M. A. A. N. Executive Committee. Parlor H.
10:00 A.M. Wholesale Fruit Tree Growers' Association, Stock Committee. Parlor I.
2:00 P.M. A. A. N. Executive Committee. Parlor H.
2:00 P.M. Ornamental Growers' Association, Stock Committee. Parlor I.

SATURDAY, JULY 17.

- 9:00 A.M. A. A. N. Executive Committee. Parlor H.
10:00 A.M. Ornamental Growers' Association. Parlor A.
2:00 P.M. A. A. N. Executive Committee. Parlor H.
2:00 P.M. Wholesale Fruit Tree Growers' Association. Parlor A.

SUNDAY, JULY 18.

- 10:00 A.M. All-America Rose Selections, Inc. Parlor A.
10:00 A.M. A. A. N. Market Development and Publicity Committee. Parlor E.
2:00 P.M. All-America Rose Selections, Inc. Parlor A.
8:00 P.M. Rathskeller opens. Banquet room.

MONDAY, JULY 19.

- 8:30 A.M. American Nurserymen's Protective Association breakfast. Clubrooms.
9:00 A.M. National Association of Plant Patent Owners. Parlor C.
9:30 A.M. A. A. N. Board of Governors. Banquet room. Call to order by President J. Awdry Armstrong. Report of credentials committee, by A. F. Meehan.
10:00 A.M. Roll call of delegates.
10:00 A.M. Resume of reports of standing committees, by Vice-president H. C. Taylor.
10:30 A.M. President's address, by J. Awdry Armstrong.
11:00 A.M. Report of executive secretary, by Richard P. White.
11:30 A.M. Report of treasurer and presentation of 1949 budget, by Howard C. Taylor.
11:45 A.M. Nominations for executive committeemen.
11:45 A.M. Nominations for officers for 1948-49.
12:30 P.M. Keynote luncheon. Crystal ballroom.
1:45 P.M. Address, "New Sales Opportunities Created by Changed Conditions," by F. H. Nickels, Eddy-Rucker-Nickels Co., Cambridge, Mass.
2:30 P.M. A. A. N. market development program, by Mrs. A. R. Wheeler, A. A. N. account executive, Verne Burnett Organization, New York, N. Y., and Charles S. Burr, chairman, market development and publicity committee.
3:30 P.M. Introduction of commercial exhibitors.
4:15 P.M. Leave for barbecue at Brown Deer Nurseries.

TUESDAY, JULY 20.

- 8:30 A.M. Retail Nurserymen's Association of the United States breakfast. Clubrooms.

TUESDAY, JULY 20—Cont.

- 9:30 A.M. A. A. N. Board of Governors. Crystal ballroom. Call to order. Roll call of delegates.
9:45 A.M. Reports of special committees.
Postal policy committee, by Hugh Wolfe, chairman.
Committee on awards, by Howard Maloney, chairman.
10:30 A.M. Consideration of bylaws amendments.
12:30 P.M. Ladies' auxiliary luncheon, fashion show and meeting. Rathskeller.
3:00 P.M. Ladies' bus tour of residential Milwaukee.

WEDNESDAY, JULY 21.

- 9:00 A.M. Ladies' tour of Phoenix Hosiery Co.
9:30 A.M. A. A. N. Board of Governors. Crystal ballroom. Call to order. Roll call of delegates.
10:00 A.M. Address, "Plant Board Activities and Nursery Markets," by Frank McKennon, chief, division of plant industry, Oregon state department of agriculture, and vice-chairman, National Plant Board.
10:30 A.M. Address, "The Farm Market Potential," by Robert W. McMillen, associate editor, Farm Journal.
11:15 A.M. Discussion of market-stimulating contests.
"More Beautiful America," by John S. Robling, public relations manager, Better Homes and Gardens magazine.
"National 4-H Home Grounds Beautification," by Kenneth H. Anderson, associate director, National Committee of Boys and Girls Club Work, Inc.
"Beautify Milwaukee," by Court R. Conlee, promotion manager, Milwaukee Journal.
12:00 Noon Introduction of commercial exhibitors.
2:00 P.M. Association of Nursery Association Secretaries. Parlor A.
2:00 P.M. Milwaukee county park system, bus trip.
7:00 P.M. Past presidents' banquet. Dance.

THURSDAY, JULY 22.

- 10:00 A.M. A. A. N. Board of Governors. Crystal ballroom. Call to order. Roll call of delegates.
10:20 A.M. Board agenda.
11:00 A.M. Address, "Industry Statistics as a Merchandising Tool," by M. Truman Fossum, Cornell University, Ithaca, N. Y.
11:30 A.M. Address, "Business Across the Border," by Spencer McConnell, president, Canadian Nurserymen's Association.
2:00 P.M. Roll call of delegates.
Address, "How to Make Your Own Ads That Sell," by J. H. Slingerland, Robert Archer & Co., Chicago, Ill.
2:45 P.M. Completion of board agenda.
Discussion and adoption of 1948-49 budget.
Report of necrology committee, by F. R. Kilner.
Election of executive committeemen and officers.

National Landscape Nurserymen's Association

SUNDAY, JULY 18

- 2:00 P.M. Executive Committee. Parlor I.

MONDAY, JULY 19.

- 8:00 P.M. Executive Committee. Parlor I.

TUESDAY, JULY 20.

- 10:00 A.M. President's address, by J. F. Styer, Styer's Nurseries, Concordville, Pa.
10:30 A.M. Report of secretary-treasurer, by Harold H. Hunziker, M. J. Hunziker & Sons, Niles, Mich.
10:45 A.M. Address, "Let's Have the Colleges Working for Us," by Homer K. Dodge, Landscape Service Co., Framingham, Mass., chairman, educational committee.
11:15 A.M. Address, "Selling During These Times," by William J. Grede, Grede Foundries, Inc., Milwaukee, Wis.

TUESDAY, JULY 20—Cont.

- 2:00 P.M. Address, illustrated, "Do Not Overlook the Rural Landscape Possibilities," by R. B. Hull, landscape extension specialist, Purdue University, West Lafayette, Ind.
2:45 P.M. Address, "A Landscape Architect in the Nursery Business," by Jan B. Vanderploeg, North Muskegon, Mich.
3:15 P.M. Address, "The Parks System of Milwaukee County," by Alfred Boerner, chief landscape architect, Milwaukee county parks.
4:00 P.M. Election of officers.

WEDNESDAY, JULY 21.

- 8:30 A.M. Executive committee breakfast. Parlor I.

SECRETARIES' PROGRAM.

[Concluded from page 8.]

table discussion on the subject of "Cooperation of Nursery Associations with Other Types of Organizations Within Their Area." Bernard Ward, Ward's Flower Ranch, Lansing, Mich., secretary of the Michigan Association of Nurserymen, will act as chairman. Since all nursery organizations are working in cooperation with other organized groups in their areas, such as universities, experiment stations, state departments of agriculture and employers' organizations, a round-table discussion with each association secretary taking part should develop some extremely valuable ideas.

Concluding the meeting, Dr. L. C. Chadwick, Ohio State University, Columbus, will present a talk on "How State Nursery Associations Can Better Serve Their Members and the Public."

LANDSCAPING FINANCED BY MODERNIZATION LOAN.

A landscape program complete with new walks, driveway, walls, fences, terrace or other needed improvements adding to the attractiveness and value of the home qualifies for a modernization loan through a plan in which nurserymen, banks or loan organizations and homeowners cooperate. This opportunity to promote nursery sales and at the same time perform a community service was described for members of the American Association of Nurserymen in the recent release of the mimeographed A. A. N. bulletin, "Dividends."

Banks and loan organizations cooperating in this plan are franchised by Housing Counselors, Inc., 140 Nassau street, New York 7, an organization which furnishes them with promotional material on the twelve items for which homeowners make the largest expenditures. The names and locations of the nearly 100 banks and loan organizations so franchised have been sent to A. A. N. members.

One of the promotional pieces supplied by Housing Counselors, Inc., a folder entitled "It Won't Cost a Lot to Improve Your Plot," is the key to the plan. It is supplied to the franchised organization for distribution by it with its name and address imprinted on the folder.

Attractively designed and printed in green and black on white enamel paper, this 4-page, 3½x8½-inch folder bears beneath the title a clever cartoon of a homeowner planting a tree in his yard and a

workman laying the walk. Beneath the cartoon is the wording "Landscape with a Modernization Loan" with the E and Z subtly emphasized. The bank's name may be imprinted at the bottom of the page.

The inside pages tell homeowners why they should landscape for enjoyment, health and added home value, give twelve steps for planning the landscape features and plantings in the home grounds and describe how to build and maintain a good lawn.

The last page tells homeowners they need only plan their landscape work, see their bank or loan organi-



B. R. Sturm.

zation for financing and, with the money assured, shop for the best prices. Under this plan there is only a short-term note, no mortgage; work may start at once, and repayments are arranged to fit the homeowner's budget.

Nurserymen may cooperate in this plan by offering to distribute to their mailing list copies of this landscaping circular bearing both the name of the franchised bank or loan organization and that of the nursery, thus stimulating business for both.

If there is no franchised bank or loan organization in the nurseryman's community he might approach the proper officials to interest them in becoming franchised to partake in the plan, because banks are seeking such short-term loans now instead of long-term loans.

B. R. STURM.

B. R. Sturm, vice-president of the Washington State Nurserymen's Association, is president and manager of the Washington Nurseries, Inc., Toppenish, Wash.

Born February 27, 1886, at St.

Paul, Minn., Mr. Sturm moved west in 1893 and lived on a farm. After taking a commercial course at a business college at Pendleton, Ore., from 1904 to 1906, he was employed as a stenographer by the Union Pacific Railroad at Pendleton. In 1908 he began his association with the Washington Nursery Co., Toppenish, as a stenographer and later worked in various capacities. At the time of the firm's dissolution in 1931 he was in charge of wholesale sales. Mr. Sturm then organized the Washington Nurseries, Inc., which he has since operated.

Specializing in apple and pear seedlings, the Washington Nurseries, Inc., averages an annual output of about 2,000,000 seedlings, in addition to conducting a considerable local retail business in fruit trees and ornamentals. The nursery was one of the first to use the state inspection bud-certification service, which certifies buds of peach and cherry from trees that are apparently free from virus and other diseases.

Active in municipal affairs as well as in trade organizations, Mr. Sturm organized the Toppenish Boy Scout Council, which he headed for several years, and was recently elected president of the Toppenish chamber of commerce for 1948, after serving on the board of directors for four years. He is a charter member of the Yakima Knife and Fork Club, is on the board of the Toppenish Hospital Association and belongs to the Methodist church. He was chairman of the fourth war loan drive at Toppenish and was a member of the executive committee of each succeeding drive.

In addition to membership in the state association, the Washington Nurseries, Inc., is also a member of the American Association of Nurserymen.

Mr. Sturm was married in 1911 and has two sons, who are married, and one granddaughter.

MRS. GERARD VAN KLEEF, of the John Dirkmaat Co., Ridgewood, N. J., is on a 2-month vacation during which time she will visit her family in Holland. It is her first visit home in twenty-seven years.

ANDREW J. THOME, formerly controller of Grinnell Bros., Detroit, has been named controller of Stumpp & Walter, gardeners' supplies, New York city, according to an announcement by Edwin Carter, president of the firm. Joseph Wernimont, who has been with Stumpp & Walter for thirty years, has been named display manager.

Record Alabama Convention

By Henry P. Orr

All previous attendance records were broken when 251 nurserymen, florists and guests from Alabama and twelve other states gathered for the convention of the Alabama State Nurserymen's and Florists' Association June 10 and 11 at the Admiral Semmes hotel, Mobile. The representation included 126 member firms, consisting of fifty nurseries, sixty-six florists and five allied trades.

Glen Harris, Southland Nurseries, Mobile, was elected president of the association for the coming year. Hardy Demeranville, Jr., Demeranville the Florist, Mobile, vice-president, and Tom Dodd, Jr., Tom Dodd Nurseries, Semmes, was reelected secretary-treasurer.

Entertainment.

Members and guests arriving the evening of June 9 were greeted by a group of local members who assisted them in registering, invited them to enjoy the convention and welcomed them to Mobile. Social events began with a smoker and cocktail party Wednesday evening and continued at scheduled intervals throughout the convention. Walter Bellingrath invited the group to visit the famous Bellingrath Gardens Thursday afternoon, and at this time local florists and nurserymen opened their establishments to the visiting conventioners for inspection. Early Thursday evening Mr. and Mrs. Julius Zimlich, Zimlich's Flowers, entertained F. T. D. and T. D. S. members at a cocktail party at their home. Thursday night Emanuel Lambrakis, Malbis Nurseries, entertained with a chicken dinner and dance in the ballroom of the Admiral Semmes hotel. Friday evening managers of the Higgins mortuary and Roche funeral home expressed their hospitality with a cocktail hour at the Admiral Semmes hotel, which was followed by the elaborate annual banquet and dance of the association.

First Day's Sessions.

Mr. Demeranville presided at the first morning session, June 10, which was opened with an invocation by the Rev. H. H. Hobbs, pastor of the Dauphin Way Baptist church. Mayor C. A. Baumhauer delivered an address of welcome and stated that the citizens of Mobile liked good architecture and beautiful flowers and that the number of visitors to the city is increasing each year. He reported that between 100,000 and 150,000

persons came to see the city's flowering plants in bloom during the winter season last year.

Henry Homer Chase, Chase Nursery Co., Chase, responded on behalf of the association and discussed the contributions of the nursery industry to the Greater Mobile area. He stated that in Baldwin and Mobile counties alone 125 nursery firms occupying 2,000 acres of land have a gross income of \$2,000,000 and employ more than 500 persons.

After the guests attending the convention were introduced by Preben Ibsen, Ibsen Seed Co., Inc., Mobile, the retiring president, L. L. Aldridge, Bessemer Floral Co., Bessemer, called for committee reports and presented his annual report. He expressed his appreciation to those persons who had helped to plan the convention and stressed the need for such meetings in order that nurserymen and florists may become better acquainted and that matters of importance to the industry may be discussed.

"With customers becoming more price-conscious, with more products striving for customers' attention and with out-of-state competition increasing, it is our duty and privilege to meet and study these problems together," he stated. "We need the close cooperation; there is plenty of business for all, and there are many outlets for our products yet to be tapped."

Prof. E. W. McElwee, of the department of horticulture, Mississippi State College, presented an address on "The Status and Future Outlook for Ornamental Horticulture in the South." Professor McElwee's talk, previously given at the convention of the Florida State Florists' and Nurserymen's Association and reported in the May 15, 1948, issue of the American Nurseryman, placed special emphasis on horticultural conditions in Alabama.

At noon separate Dutch luncheons were held for the nurserymen and for the florists' groups, at which matters of importance to each group were discussed. Lunching at the Battle House hotel, the nurserymen heard B. P. Livingston, head of the bureau of plant industry, Montgomery, who stated that nursery regulations were fairly uniform among the states and that reciprocal agreements had been arranged between Alabama and most of the other states.

Glen Harris, who presided at the luncheon, urged that more of the 300 certified nurserymen and florists in the state be contacted and urged to join the organization. Mr. Harris read a congratulatory message from the Southern Nurserymen's Association, offering its services to the efforts of the local group. Henry Homer Chase, Chase Nursery Co., Chase, invited the members to attend the convention of the Southern Nurserymen's Association August 19 to 21 at Huntsville, Ala.

Research at Auburn.

Separate meetings for the florists and nurserymen were held June 11. Glen Harris presided at the nurserymen's meeting, at which Henry P. Orr, assistant professor of horticulture, Alabama Polytechnic Institute, Auburn, discussed "The Use of Funds and the Status of Research at Auburn." Reiterating the earlier statements of W. W. ("Pop") Pater-son, chairman of the legislative committee, Professor Orr stated that through the efforts of the association and interested officials at the state capital and at Auburn \$20,000 had been appropriated as an initial outlay and \$8,000 for maintenance of research greenhouse and field facilities at Auburn. The greenhouses will be constructed this fall, at which time it is hoped that additional funds will be available for an expansion of the teaching facilities.

Professor Orr reported that the following staff members had been appointed at Auburn for the program: James J. Franklin, a graduate of Alabama Polytechnic Institute, who has done special work at Ohio State University and was assistant horticulturist at the Brooklyn Botanical Garden, and William S. Wise, a recent graduate of Ohio State University. A new curriculum has been compiled and approved and will include courses in landscape gardening, plant materials, plant propagation, arboriculture, floriculture, flower shop management, nursery management and plant composition. With these new courses and the improved facilities and with the other basic science courses offered at the institute, it is believed by Professor Orr that interested students may acquire a thorough education which will equip them for horticultural work in the area.

Professor Orr stressed the need

for research in ornamental plants for the south to avoid the costly mistakes of the past and to further the development of the industry. He discussed the project begun last fall at Auburn on the commercial production in Alabama of the better adapted and more promising bulb crops, which should encourage the development of a young industry in Alabama. Commercial florists are interested in more economical methods of production and methods of extending the blooming season of bulb crops, while flower shop operators are interested in a steady supply of fresh, high-quality stock.

The problem of economical production of camellia plants is important to the expanding industry in southern Alabama. The propagation, culture, storage and marketing of camellias were a second project discussed by Professor Orr. Little is known about the winter hardiness of these plants, and this along with many other factors will be checked with reference to the important soil types in the various regions of the state.

Discussing proposed research, Professor Orr demonstrated the necessity for long-range research. He also stressed the need for laborsaving devices and methods and experimentation with them. Cooperative insect and disease control programs are urgently needed, and there is a great need for soil research with ornamentals in the south.

In closing his talk, Professor Orr thanked the nurserymen for their cooperative efforts in backing an expanded research program and stressed that the continued support of the nurserymen would be required.

Better Landscape Materials.

Prof. E. W. McElwee, the guest speaker at the convention, gave a talk on "Better Plant Materials for Landscape Use," in which the importance of stem character and foliage in the evaluation of a plant was explained and emphasized. The importance of flowers and fruits, which are usually of short duration, was minimized in comparison with plant characteristics of longer duration.

The problem of better plant materials for landscape use was considered from both the nurseryman's and customer's viewpoint. Professor McElwee recognized a definite need for southern plant materials for the trial, selection and use of more dwarf or slow-growing species or varieties of ornamental plants. Larger specimens of such plants should be offered for customers desiring a quick but permanent effect.

Professor McElwee announced that

a recent survey showed that the customer finds more faults in the services rendered in landscape planting than with the plants used, which indicates that landscape men need to pay more attention to training the personnel rendering these services. He said that nurserymen should sell the ability of a plant to grow under a given set of conditions and to produce certain effects rather than sell a specific plant.

Following his talk, Professor McElwee showed Kodachrome slides of ornamental plants worthy of increased use in southern plantings.

New Insecticides Discussed.

Speaking on "Modern Insecticides," Dr. F. S. Arant, entomologist at the agricultural experiment station, Auburn, stated that DDT, HETP and Parathion were the most promising insecticides for the nursery industry in Alabama and in near-by states. He stressed the limitations of each material, the precautions which should be taken when using them and the forms in which they are now or will be available.

The use of DDT in liquid and dust forms was recommended as a general control for most chewing and sucking insects, except aphids, red spiders and scales in the noncrawling condition. Dr. Arant referred to DDT as a god-send to nurseries infested with the white-fringed beetle. Soil treatment with fifty pounds of technical DDT per acre followed by applications of the material to the plants will eliminate the insect and will permit the release of plants from infested nurseries one year sooner than was previously possible.

However, Dr. Arant stressed that the use of any form of DDT on vegetables was dangerous and that the oil forms of DDT should never be allowed to touch the body.

Parathion shows promise of controlling many pests of ornamentals, including red spiders and other mites, aphids, mealy bugs, leaf hoppers, pillbugs and scale insects. It may be used as a dust containing five-tenths to two per cent Parathion or as a spray containing one-half pound to two pounds of fifteen per cent wettable powder in 100 gallons of water. Concentrations greater than these are not only unnecessary, but are dangerous because of the toxicity of the material to man. Extreme precautions should be exercised in the use of Parathion, as the material is readily absorbed through the skin, and it should not be breathed. Dr. Arant reported that in limited tests conducted at Auburn, Parathion had not injured the foliage of plants.

Dr. Arant reported that he had obtained excellent results with chlorinated camphene as a five per cent dust on thrips.

Chlordane was also mentioned as being valuable in the control of fire ants and Argentine ants, which are sometimes serious pests in nurseries and greenhouses. However, Dr. Arant emphasized the precautions which should be observed in handling the material. In the use of Chlordane for the destruction of ant hills, he recommended that two teaspoonfuls of ten per cent Chlordane dust be applied to each hill and worked into the soil.

The effectiveness of benzene hexachloride for hoppers in the spring was mentioned. However, the musty odor of this material may be objectionable. Dr. Arant pointed out the outstanding results obtained with HETP in controlling red spiders at Rosemont Gardens. He stressed the dangers involved in handling this material. Dr. Arant stated that the material was excellent as a spray for red spiders and aphids outdoors.

Dr. Arant pointed out the urgent need for more research on insecticides for ornamentals in Alabama. He stated that this phase of entomology has been neglected in the south and asked the nurserymen to cooperate by supporting a more complete program.

Landscape Architects.

Prof. S. P. Snow, head of the department of landscape architecture, Alabama Polytechnic Institute, discussed "Professional Relations Between Landscape Architects and Nurserymen," emphasizing the fact that neither the state of Mississippi nor Alabama has members of the American Society of Landscape Architects practicing within it. Professor Snow attributed the situation in part to the present unsatisfactory arrangement under which landscape architects are required to be examined and registered by a board on which there is no landscape architect. He stated that the act, Alabama general law 548, removes landscape architects entirely from the ranks of professional men and places them with commercial and business interests. At the same time, the laws permit anyone who has a knowledge of nursery stock and who prepares planting plans to be registered as a landscape architect.

Professor Snow then discussed in detail the educational facilities of the school of architecture and the arts, the position of the department of

[Continued on page 42.]

More Reports on Spring Business

Reports from the wholesale nurserymen on their spring business supplementing those which appeared in the preceding issue further indicate that a good volume of business was done by the national nursery industry despite continued rains and cold weather in some sections, particularly the Pacific northwest, which slowed down nursery operations and despite drought in the south and southwest and winter injury to stock, especially evergreens, in the northern part of the midwestern states and some eastern states, which decreased the supply of salable stock. While some stock was rendered unsalable for this spring as a result of winter injury, a great quantity is expected to recover and prove salable later.

Ornamental stock sold well everywhere, with the exception of rosebushes, which were in oversupply in many sections. But even more pronounced was the surplus of fruit trees, reported from every section, which was attributed to the failure of commercial planters to buy large quantities of trees because prices for fruits have been low and the cost of labor has been high.

Overproduction does not appear to be a cause for concern, as had been feared, for most firms report no increase in production. The large amount of construction of industrial buildings in outlying areas and homes, with accompanying landscaping, should make for a continued good demand for ornamental stock. Plantings have been completed by most nurseries and are reported to be thriving.

With operational costs increasing, no lowering of prices of nursery stock appears possible. The labor situation is better than it has been for several years, but wages are high. Shipping problems have been eased so that most means of transporting nursery stock are faster and otherwise improved, but rates are higher than last year.

Shipping Speeded Up.

Commenting upon general nursery conditions the past season, C. B. Miller, vice-president and treasurer, Milton Nursery Co., Milton, Ore., states that business was good despite the damp weather and that freight facilities were readily available with less time required for shipping stock to the east. He writes:

"We are glad to report that with a few exceptions our firm did a satis-

factory business. During the winter and early spring there was an unusual amount of wet, cold weather which retarded our work somewhat. We had no difficulty in securing refrigerated express cars for our eastern winter shipments, and the time in transit was somewhat better than the previous season and was a decided improvement over wartime conditions. There was a good demand for ornamental stock, both for wholesale and retail outlets. Earlier



"Well, dear, I'm just following the directions for a rose bed given in *Gardening Made Easy*."

last fall the outlook for fruit trees did not seem so promising; however, before the season was over this spring our stock was practically all sold.

"I believe in general the future outlook appears to be as favorable as this past season with regard to the demand for both fruit and ornamental stock, and we do not anticipate any reduction in prices from last year. It is certain that the nursery trade in general cannot be justified in considering lowering prices, for costs of production and general overhead expenses are at the same high level and even appear to be increasing.

"As already stated, the Pacific northwest experienced the greatest rainfall during the past winter and until recently that has been recorded since 1894, which considerably hindered the nurseries in their digging operations last fall. Also, the wet, cold weather during the

early spring caused the decay of many seeds planted and retarded germination. As a whole, we believe the fruit tree seedling supply will meet the needs of the planters. The recent flood is considered among the major disasters of our nation. It is not yet possible to estimate definitely the total loss of property or of lives."

Escape Flood Damage in Oregon.

A. H. Steinmetz, manager, Portland Wholesale Nursery Co., Portland, Ore., comments upon the serious flood in Oregon and reports that the Columbia river rose to its highest point, thirty feet, on June 7, but that thus far nursery stock has escaped damage. He writes:

"The flood, of course, has occupied much of our attention during the past weeks and is still a menace, but apparently most of the damage has been done. I think few residents of Portland ever realized that the Columbia river could go on such a rampage. However, to our knowledge, no nursery stock has been flooded or damaged by flood conditions.

"Our sales, which are entirely wholesale, were down ten per cent from last year, which can be accounted for largely by the decreased demand for fruit trees. Collections have been satisfactory, and we are not at all discouraged, although our margin of profit will be smaller because of increased overhead. We have contacted a good many of our customers here on the Pacific coast and find that they have done reasonably well, but retail business in general has not been equal to that of a year ago.

"The supply of stock may be just a little better than it was last year, and from what we can tell at this time the demand will be strong, especially in all lines of ornamental stock.

"Although it has been hard to control weeds, so far the abundance of moisture during the spring months has given all nursery stock a fine start.

"It seems to us that prices can be maintained. In fact, it will be impossible to make any substantial price reductions and still operate at a profit. This fact is generally recognized by nurserymen here in the Portland area."

Wet Season in Oregon.

W. E. McGill, A. McGill & Son, Fairview, Ore., reports that business was good this year, but wet weather

[Continued on page 43.]

Successful Advertising

By F. H. Nickels

Your program reveals the fact that I am an outsider; I do not belong to your group; I do not know much about your business; I am not a nurseryman. So I am not going to tell you how to run your business, since I do not know how. Bringing in an outsider your program committee must have had something else in mind; they must have expected me to give you the outside viewpoint. All of you have the inside viewpoint, which is sometimes called the inverted outlook; I shall attempt to sketch in for you the outside viewpoint.

To begin, I should like to tell you about a returning GI who had formerly been a nurseryman and an executive. He came into my office looking discouraged. He did not want to go back into the nursery business because it has changed. I could not find out from him exactly what bothered him, except the fact that there were no more large estates to landscape.

I attempted to show him that any change creates new opportunities and that sometimes the new or changed conditions are far better than the old ones. To illustrate my point I enumerated the following changes which have taken place since he went to war in 1939: While 7,000,000 old customers have died, some 15,000,000 new ones have been born. He answered this by saying that I must be wrong about the nursery business; he was interested in selling trees, not layettes. But what I wanted him to see was that there were 8,000,000 more customers, 8,000,000 new customers, since he went away. I wanted him to realize that the ages of all these people are marching; they are not standing still. All the youths that were 15 when he went away are 24 years old today; all the 19-year-olds are 28. In short, the market has not been standing still, nor does it ever stand still. For this reason sales efforts must be continuous; mailing lists must be kept up to date or they become worthless.

I reminded him that there were not only more potential customers but that they had a greater potential buying power, enabling them to purchase more nursery products. When he went away individual incomes totaled

\$70,000,000,000; today they have nearly tripled and amount to more than \$200,000,000,000.

He cited the high cost of living; so I told him about what the economists refer to as "discretionary purchasing power," which takes prices into account. The public had \$26,500,000,000 left over to spend in 1940, but it has over \$94,000,000,000 today.

which is three and one-half times as much money. In terms of individual families that means \$2,378 today in comparison to \$758 in 1940. My friend began to forget about the absence of estates as I cited these figures.

I presented one more fact, currency in circulation. In 1929 the public had only \$4,000,000,000 as spending money, while today there are about \$30,000,000,000 in circulation. Any way you look at it, the public's ability to buy what it wants is greater than it has ever been before in our lifetime.

I tried to show my nurseryman friend that a single factor, the distribution of these funds, more than tripled the number of class buyers for nursery products. When he went to war only 2,000,000 people earned \$100 a week. Today there are more than 9,000,000 people in this group. Of the 14,000,000 people who formerly earned from \$1,500 to \$3,000 annually, 10,000,000 of them, five-sevenths, had moved up into the \$3,000 to \$5,000 bracket. It is these shifts that bring many more sections of every market within your prospect zone. Anyone who does not appreciate the significance of these facts misses a great opportunity to secure all of the new business generated in the luxury or deferrable-purchase field. This redistribution has had a profound effect upon your market prospects.

I pointed out to my friend, who was now becoming more interested every minute, that there are today more than 6,000,000 people waiting to build homes and I emphasized the market this would make for him. The change in the population picture is also favorable; while there has been only a ten per cent increase in population, there has been nearly a fourteen per cent increase in families.

I did not allow him to overlook the significance of the trend toward an older population, for this should prove favorable to your industry. I

refer to the fact that before the war some twenty-five per cent of our people were 45 years of age, but by 1960 one-third of them will have reached this age. That means more customers for nurserymen's products, unless I miss my guess.

The long-range trend toward the shorter work week, resulting in longer week-ends, means more time for leisure and relaxation, for tinkering and puttering around the house and garden and for living out of doors, entertaining in back yards and outdoor living rooms.

All of these changes in conditions which I have mentioned above appear to be expanding the market for nursery products, whether anyone in the industry does anything about it or not. As an outsider, I shall endeavor to indicate these favorable trends. What is happening all over the nation is also occurring in New England, in Massachusetts, in every town, neighborhood and street, to some degree. Of course these changes do not affect every subdivision in exactly the same way, which makes work for the marketing, sales and advertising men. But understand that the outlook for bigger sales in the nursery industry during the next three years is extremely good, potentially. What we are going to do about this forecast is the \$64 question.

I was a businessman before I entered advertising, and while you might expect me to tell you that you ought to advertise, I am not going to make that suggestion. If it is more natural for you not to advertise, if you get more pleasure out of taking whatever business comes your way, my advice is to be consistent. Do not advertise. You will not have much fun spending money for promotion. If your sales are higher this year without advertising, please remember that you should expect them to be, in view of what I have told you.

If it is more natural for you to advertise, by all means do so. You will have much more fun and will probably realize a great deal more profit. You will enjoy selling the idea of quality, you will have fun building a business for the future as well as for today and you will receive stimulation from doing a constructive job. Advertise or do not advertise, depending upon your philosophy of life, but be consistent and do not try both policies. Follow one policy or the

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Address presented at the recent meeting of the New England Nurserymen's Association by F. H. Nickels, Eddy-Rucker-Nickels Co., Cambridge, Mass.

Lilacs in Home Plantings

By George Graves

Another blooming season has again confirmed the position of the variable common lilac as the most prominent shrub for dooryards and parks. At least this is true in those northern areas where enough cold days and nights occur during the dormant period to permit ample resting during that phase of the plant's yearly cycle. Thus, the lilac represents a plant or group of plants that not only resists winter cold but that actually requires such an environmental factor to perform as it should.

However, there is still another cultural particular which accounts for the popularity of lilacs, and that is their property of permanence. Thoreau pointed out long ago that a lilac will outlive the person who sets it and will outlast the house near which it is planted. This characteristic has been demonstrated in thousands of cases in New England where lilac thickets of varying sizes are still standing in thrifty condition, marking the site of homesteads now in evidence only as cellar holes.

The long life of this hardy plant has induced some sentimentalists to use the lilac as plant material for roadside developments where highways traverse otherwise uncultivated areas and where, for most satisfactory results, the native flora should be permitted to roll down to the roadside. Such a situation is an example of how dooryard thinking applied to the development of the broad American landscape can lead to unhappy results. In the case of the lilac, the results are unsatisfactory because there is a certain exotic aspect about the plant, which makes it appear out of place when it is not in association with human habitations or in obviously landscaped areas in town that are customarily frequented by people.

Properly at home in garden surroundings, the lilac is appropriate for nearly every planted situation. It might be said that it is not a home garden until a lilac is planted, for lilacs give color, fragrance and pleasant associations year after year.

A single specimen growing with no accompanying plants can in time solve the planting problem at the corner of a building, especially if the structure has fairly low eaves. About the only difficulty encountered in such a location is that of the plant's attaining too much height and spread after a good many years.

The height is held down by sawing off old stems at ground level now and then to force replacement shoots near the ground. Attempts at pruning high up usually eventuate in tall leggy replacement growths on plants which remain bare at the base. Sometimes this condition is set up in young specimens by merely shortening the few branches of nursery plants at the time they are set in garden locations, or during the next two seasons following.

With regard to young nursery plants, they seem destined to an ungainly start anyway, and shortening one or two shoots to a node or two and leaving the others full length will make the plants no more unattractive in appearance during the earliest years. This treatment or complete cutting back of dormant plants at setting time will probably result in better plants several seasons later than the slight clipping of all terminals. If the plants have received some such drastic treatment during the growing period in the nursery and have numerous branches, no pruning at all seems necessary. The landscape planter would do well to explain these matters to the homeowner and impress upon him the fact that his lilacs are going to be with him for the rest of his life and that patience for a season or two will pay.

Impatience sometimes leads to the transplanting of mature specimens with almost universally bad results. Usually, the branches of the old growth merely feather out and fail to put on new growth. Meanwhile, new shoots start up from near the ground to replace the ailing stems which were on the plant at the time of transplanting. All evidence points to the fact that sturdy nursery plants under 5 years old are the best ones to set.

Another trouble encountered with old, well established plants is that, uncontrolled, they do as the old orphan plants of vanished New England gardens; they start moving over into new soil by suckering. The way to deal with such a situation is to dig off the suckers until the plant is crowded back within the horizontal limits in which it can be permitted. This is simple enough to understand. What is not understood, however, is that taking out young bottom growth should not extend into the base of the growth area of

the plant proper. Removing young replacement shoots on their way up works against the development of a full habit.

All these measures assume that the plants are on their own roots, as all lilacs should be at planting time in cases where they are intended to be treated as free-growing shrubs. About the only permanent grafting of lilacs now looked on with favor is tree or standard specimens worked high on Japanese tree lilacs. From the point of view of the landscape planter, own-root bush lilacs are the ones to buy and to sell, too, for long-range satisfaction. The days when quick growth during the nursery years was the only criterion seem to have passed.

Lilacs which do not bloom well may behave in that way because of drought with attendant starvation, heavy shading or some such cultural difficulty. In general, lilacs grow best in rich but well drained soil. It is often maintained that lilacs require heavy liming. However, to judge from the satisfactory behavior of neglected plants in areas where blueberries, dogwoods and hollies grow well, it appears that where other cultural particulars are satisfactory, pH is not a critical factor. Also, some of these old plants in sour soil areas seem to grow in bushy habit, to bloom well and regularly and to be limited, pleasantly, to not more than eight feet or so in height. Nor is suckering vigorous under such conditions, although it is something which varies with the variety of lilac.

A frequent use for lilacs in landscape plantings is in the formation of hedges in tall, natural or unsheared shapes. As a rule, these so-called hedges are really screen plants set out somewhere at the edge of a property. With no other place to put more than one lilac, these hedges are often planted with representatives of several varieties, even though better taste demands that all plants in a hedge arrangement should be identical. Sometimes this kind of confused planting happens accidentally when a small collection of varieties is set at intervals which are not sufficient for ultimate purposes, and eventually the garden is bounded by a screening of confused varieties which present a pleasing effect when in flower. However, this is not the

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Plant Notes Here and There

By C. W. Wood

It has been so long since I grew the Himalayan fumitory, *Corydalis ophiocarpa*, that I had almost forgotten the plant until a recent inquiry brought back pleasant memories. The inquirer stated that he had seen *C. ophiocarpa* mentioned in a current European seed list and wanted to know whether the plant was any good. With regard to the name *Corydalis ophiocarpa*, I do not find it mentioned in any of the literature at my disposal, but there is definitely a splendid plant in the trade under that name, although it appears infrequently.

A color note appearing on the foliage of the plant gives it special garden value. In a genus of plants noted for their lovely leaves, this species is outstanding. Like so many of its kind, the *C. ophiocarpa* has leaves which are cut into graceful ferny patterns, but unlike most other plants whose leaves are plain green or, more likely, blue-green, this plant carries a bronzy-blue hue in this northern climate, which is not only unique, but also gives special distinction to the plant. Unfortunately, the creamy to pale yellow flowers of *C. ophiocarpa* are less generously produced than in some other corydalis, but the length of its blooming period compares favorably with that of the others, beginning here in northern Michigan in May and usually continuing until the plant is completely exhausted. In fact, *C. ophiocarpa*, as well as most of the fibrous-rooted species, is best treated as an annual or biennial. When the plants are annuals or biennials, beginning to bloom in late spring, the seeds may be planted in August or at some other convenient time in late summer, or they may be sown in early spring, when they come into flower a little later and exhaust themselves after the summer-sown plants are through.

Southwestern Cassia.

Here is a question that I wish someone would answer for me: Why do we search foreign parts of the world for new plants, often without much merit, and allow really good material to go unnoticed at home? The native plants of the southwest are a case in point, and *Cassia pumilio* comes to mind in this connection. I once obtained this plant from a nurseryman in Texas, a man long since gathered to his fathers, and I

lost the plant, probably because of extreme cold, although I cannot be sure of that. It seems scarcely possible that cold would destroy *C. pumilio*, for its little tubers were planted eight inches deep and the sheltered spot was deeply mulched. However, I lost the plant and have been unable to replace it. That is not as it should be, because the plant holds definite promise as a garden subject, either for the rock garden or border, where a low-growing plant is indicated. *C. pumilio* is curious in appearance when it sends up two long leaves, but when it begins to bear black-spotted yellow, legume flowers, that are large for the size of the plant on its short stems it shows how pretty it can be. And this performance continues over a long time. In addition to offering a long-blooming season, *C. pumilio* should endear itself to gardeners because of its ability to withstand drought. I have no idea how much dry weather it can stand, but it must be a considerable amount, for the tubers seem to be able to store moisture to carry the plant through the summers of western Texas and Oklahoma. The moral of this note, if it has such, is that this plant offers an opportunity for some Texas grower to supply it and other practically unknown plants of that section to the trade and to gardeners. Multiply that

opportunity by forty-eight, or almost, and you have a picture for the entire country.

Androsace.

A correspondent who is entering the neighborhood nursery field in a section of keen gardeners wishes to add two or three androsaces to his line of stock and asks for advice as to kinds, specifying that their culture must be easy. I can do no better than to advise him to use only the kinds of androsaces with flowers in umbels, and I shall add a few remarks as to their appearance and culture.

Asia is bountifully blessed with androsaces with flowers in umbels, a sure indication to the novice that he is going to encounter less trouble than he has been led to expect. And with few exceptions the Asiatic androsaces are all hardy or at least have been so here in my garden where the temperature is sometimes as low as 40 degrees below zero.

Among the loveliest of these Asiatic androsaces is *A. sarmentosa*, with large woolly, silvery rosettes and with a riot of pretty, rose-pink flowers on 4-inch stems in early summer. It spreads, as its specific name implies, by means of aboveground runners, like a strawberry. At the end of each runner is a miniature rosette, which soon takes root in congenial

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coronaria, Rose Campion, violet	1/2 oz.	.30	
coronaria atrosanguinea	1/2 oz.	.35	
ALSTROEMERIA			
aurantiaca	1/4 oz.	.60	
ALYSSUM			
argenteum, Yellow-tuft	1/8 oz.	.45	
montanum, yellow	1/8 oz.	.40	
saxatile compactum, Gold Dust	1/2 oz.	.35	
ANCHUSA			
italica (azurea) Lissadel	1/2 oz.	.25	
italica (azurea) Opal	1/2 oz.	.30	
ANEMONE			
coronaria Queen, deep scarlet	1/4 oz.	.45	
ANTHEMIS			
kelwayi, yellow	1/2 oz.	.25	
tinctoria, Golden Marguerite	1/4 oz.	.35	
AQUILEGIA			
alpina, blue	1/8 oz.	.40	
coerulea, sky-blue	1/8 oz.	.40	
coerulea, White Queen	1/8 oz.	.60	
chrysantha (Golden Columbine)	1/8 oz.	.35	
clematiflora	1/8 oz.	.70	
long-spurred Blue Shades, Copper Queen, Orange and Scarlet, Pink Shades, Rose Shades, White or Yellow Shades	each 1/8 oz.	.60	
long-spurred hybrids, mixed	1/8 oz.	.45	
Mrs. Scott Elliott's long-spurred hybrids, mixed	1/8 oz.	.45	
vulgaris, double, mixed	1/8 oz.	.30	
ARABIS (Albida)			
alpina, lg. fl., white	1/2 oz.	.25	
ARMERIA			
alpina, lg. fl., rose	1/4 oz.	1.10	
ASCLEPIAS			
curassavica, Bloodflower	1/4 oz.	.55	
tuberosa	1/4 oz.	.60	
AUBRIETA			
deltoides, lt. blue	1/4 oz.	.60	
deltoides eyrie, purple	1/4 oz.	.50	
BAPTISIA			
australis	1/2 oz.	.45	
BELLIS			
perennis, dble., Longfellow or Snowball	1/4 oz.	.50	
perennis Monstrosa, dble., crimson, rose, white or mixed	each 1/4 oz.	.65	
perennis Monstrosa tuberosa, Ena, red	1/4 oz.	.80	
BOLTONIA			
latisquama, violet-blue	1/4 oz.	.25	
CALANDRINA			
speciosa	1/2 oz.	.25	
umbellata	1/4 oz.	.35	
CALLIRHOE			
involuta, reddish-purple	1/4 oz.	.45	
CAMPANULA			
barbata, blue	1/4 oz.	.40	
medium calycanthemum Cup and Saucer, dark blue, lilac or white	each 1/4 oz.	.35	
medium calycanthemum, mixed	1/4 oz.	.25	
medium, double, mixed	1/4 oz.	.25	
medium, single, dark blue, lilac, rose-pink, white or mixed	each 1/4 oz.	.25	
rotundifolia	1/4 oz.	.45	
CANDYTUFT			
sempervirens, white	1/4 oz.	.55	
CARNATION			
Chabaud's Imp., cardinal-red (Sparkler), crimson (Nero), deep rose, flesh-pink, salmon-rose (Legion of Honor), white (Jeanne Dions) or yellow (Marie Chabaud) each	1/2 oz.	.60	
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Enfant de Nice, pale pink, red, rose, salmon, scarlet, striped or white	each 1/2 oz.	.70	
Enfant de Nice, mixed	1/2 oz.	.65	
Grenadin, Black King, Cardinal Red, Golden Sun, Rose Queen, Snow White, Triumph Pink or White Gold	each 1/2 oz.	.60	
Grenadin, mixed	1/2 oz.	.60	
Marguerite, mixed	1/4 oz.	.45	
Marguerite Gt. Malmesbury strain, mixed	1/4 oz.	.65	
CARTHAMUS			
tinctorius, Saffron Thistle	1/2 oz.	.25	
CERASTIUM			
biebersteinii, white	1/2 oz.	.30	
tomentosum, Snow in Summer	1/2 oz.	.25	
CHEIRANTHUS			
allioni, Siberian Wallflower, orange	1/2 oz.	.25	
CHELONE			
barbata hybrid, mixed	1/2 oz.	.30	
CHRYSANTHEMUM			
carinatum, single, mixed	1/2 oz.	.25	
indicum, dble., ely. fl., mixed	1/2 oz.	.50	
indicum, single, ely. fl., mixed	1/2 oz.	.40	
leucanthemum Alaska	1/4 oz.	.30	
leucanthemum Conqueror	1/4 oz.	.30	
leucanthemum Giant, double, white	1/4 oz.	.60	

CHRYSANTHEMUM—Cont.			
leucanthemum May Queen	1/4 oz.	\$0.30	
leucanthemum Shasta Daisy	1/4 oz.	.30	
leucanthemum Westralia	1/4 oz.	.30	
COREOPSIS			
lanceolata, lg. fl., yellow	1/2 oz.	.25	
lanceolata Mayfield Giants	1/2 oz.	.25	
lanceolata Sunburst, dble., golden	1/2 oz.	.25	
DAHLIA			
Coltess hybrids, single, mixed	1/4 oz.	.30	
Unwin's Dwarf hybrids, mixed	1/4 oz.	.40	
variabilis, single, mixed	1/4 oz.	.30	
DELPHINIUM			
Belladonna, light blue	1/2 oz.	.45	
Belladonna Clivedon Beauty	1/2 oz.	.55	
Belladonna, light blue, improved	1/2 oz.	.80	
Bellamosum, dark blue	1/2 oz.	.45	
Blackmore & Langdon hybrids	1/4 oz.	.50	
cardinale	1/2 oz.	.50	
chinensis, df., Butterfly, blue	1/4 oz.	.30	
chinensis, dwarf, white	1/4 oz.	.30	
chinensis, tall, dark blue	1/4 oz.	.30	
chinensis, tall, Cambridge, blue	1/4 oz.	.45	
chinensis, tall, white	1/4 oz.	.30	
formosum, deep blue	1/4 oz.	.45	
Gold Medal hybrids	1/4 oz.	.45	
Iceberg, pure white	1/4 oz.	.40	
Lamartine	1/4 oz.	.65	
Pacific Giant hybrids, mixed	1/4 oz.	1.35	
Wrexham (Hollyhock fl.), mixed	1/4 oz.	1.00	
DIANTHUS			
alwoodii alpinus	1/2 oz.	.65	
barbatus—see Sweet William	1/2 oz.	.25	
chinensis, double, mixed	1/2 oz.	.65	
chinensis, single, mixed	1/2 oz.	.25	
deltoides, crimson	1/2 oz.	.65	
deltoides, rose, Maiden Pink	1/2 oz.	.45	
deltoides erecta, red	1/2 oz.	.45	
deltoides splendens, red	1/2 oz.	.65	
hedewigii, dble., mixed	1/2 oz.	.25	
hedewigii, single, mixed	1/2 oz.	.25	
plumarius, single, mixed	1/2 oz.	.25	
plumarius semperflorens, double, mixed	1/4 oz.	.40	
plumarius semperflorens, single, mixed	1/4 oz.	.25	
Sweet Wivelsfield, double, mixed	1/4 oz.	.40	
Sweet Wivelsfield, single, mixed	1/4 oz.	.25	
EREMURUS			
bungel perfectus	1/2 oz.	.80	
robustus	1/2 oz.	.70	
yellow, orange, bronze hybrids	1/2 oz.	.75	
GALLIARDIA			
lg. fl., Goblin	1/4 oz.	.55	
lg. fl., Portola hybrids	1/4 oz.	.35	
lg. fl., mixed	1/4 oz.	.30	
GENTIANA			
acutis, dark blue	1/4 oz.	.45	
lutea, yellow	1/4 oz.	.50	
GEUM			
Lady Stratheden	1/4 oz.	.50	
Mrs. Bradshaw	1/4 oz.	.45	
GYPHOPHILA			
paniculata, double, white	1/4 oz.	.60	
paniculata, single, white	1/4 oz.	.25	
repens, white	1/4 oz.	.45	
HELENIUM			
hoopesii, yellow	1/4 oz.	.45	
HELIOPSIS			
scabra zinniaeflora, semidouble, yellow	1/4 oz.	.80	
HELLEBORUS			
foetidus	1/4 oz.	.30	
niger, Christmas Rose	1/4 oz.	.35	
HESPERIS			
matronalis, white	1/4 oz.	.25	
HEUCHERA			
sanguinea hybrids, mixed	1/2 oz.	1.75	
HIBISCUS			
gt. fl., mixed	1/2 oz.	.40	
HOLLYHOCK			
Chater's double, Carmine-red, Corfman Pink, Lilac, Newport Pink, Salmon-rose, Sunset, or mixed	each 1/4 oz.	.45	
Triumph, dble., waved and fringed, mixed	1/4 oz.	.40	
single, mixed	1/4 oz.	.30	
HYOSCYAMUS			
niger, Henbane	1/2 oz.	.50	
IRIS			
kaempferi	1/4 oz.	.55	
LAVANDULA			
officinalis vera, lavender	1/4 oz.	.45	
LEONTOPODIUM			
alpinum	1/2 oz.	.55	
LIATRIS			
pycnostachya, purple, rubbed	1/2 oz.	.40	
scariosa, blue, rubbed seeds	1/2 oz.	.35	
spicata, blue, rubbed seeds	1/2 oz.	.35	
LILIAM			
philippinense formosanum	1/2 oz.	.55	
regale	1/2 oz.	.35	
LINARIA			
dalmatica, yellow	1/4 oz.	.40	
LINUM			
flavum, Golden Flax	1/4 oz.	.55	
grfl. rubrum, Scarlet Flax	1/2 oz.	.25	

LINUM—Cont.			
perenne, blue	1/2 oz.	\$0.30	
perenne, white	1/2 oz.	.35	
LOBELIA			
cardinalis	1/4 oz.	.45	
LUPINUS			
polyphyllus atrovioletacea	1/2 oz.	.35	
polyphyllus, blue	1/2 oz.	.25	
polyphyllus Russell's hybrids	1/2 oz.	.35	
polyphyllus Sunshine	1/2 oz.	.30	
polyphyllus, white	1/2 oz.	.30	
polyphyllus, yellow	1/2 oz.	.35	
polyphyllus, mixed	1/2 oz.	.35	
LYCHNIS			
arkwrightii, scarlet	1/4 oz.	.50	
tiarinus, yellow, spotted	1/4 oz.	.55	
MATRICARIA			
capensis, dble., white, Feverfew	1/4 oz.	.30	
eximia, dble., df., Golden Ball	1/4 oz.	.45	
eximia, dble., df., Lemon Ball	1/4 oz.	.40	
eximia, dble., df., Snowball	1/4 oz.	.40	
MECONOPSIS			
baileyi, sky-blue	1/4 oz.	.75	
MIMULUS			
moschatos	1/4 oz.	.40	
tiarinus, yellow, spotted	1/4 oz.	.30	
MONARDA			
fiatula	1/4 oz.	.55	
menthaefolia	1/4 oz.	.55	
MYOSOTIS			
alpestris Blue Ball	1/4 oz.	.45	
alpestris Messidor, blue, late fl.	1/4 oz.	.40	
alpestris, dwarf, indigo-blue	1/4 oz.	.40	
alpestris robusta, blue	1/4 oz.	.45	
alpestris Victoria, df. blue	1/4 oz.	.45	
OENOTHERA			
lamarckiana, lg. yellow	1/2 oz.	.25	
PANSY—see also VIOLA			
Trimardeau, mixed	1/4 oz.	.65	
Swiss Giants Alpenglow	1/4 oz.	1.00	
Swiss Giants Berna	1/4 oz.	1.30	
Swiss Giants Coronation Gold	1/4 oz.	1.30	
Swiss Giants Flame	1/4 oz.	1.30	
Swiss Giants Jungfrau	1/4 oz.	1.30	
Swiss Giants Lake of Thun	1/4 oz.	1.30	
Swiss Giants Rhinegold	1/4 oz.	1.00	
Swiss Giants, mixed	1/4 oz.	.90	
PENSTEMON			
glaber, blue	1/4 oz.	.55	
glaber roseus, rose	1/4 oz.	.55	
PLATYCODON			
mariesii, white	1/4 oz.	.45	
POLEMONIUM			
caeruleum, blue	1/4 oz.	.55	
POPPY			
nudicaule, Gartford Gts., mixed	1/2 oz.	.35	
nudicaule, Sanford's hybrids	1/2 oz.	.35	
nudicaule The Emperor, orange	1/2 oz.	.40	
nudicaule Unwin's Gt. Coonara	1/2 oz.	.35	
nudicaule, single, white	1/2 oz.	.35	
nudicaule, single, mixed	1/2 oz.	.30	
POTENTILLA			
warrenii, yellow	1/4 oz.	.55	
PUERARIA			
japonica	1/4 oz.	.55	
thunbergiana (Kudzu Vine)	1/4 lb., \$1.30; 1 lb., \$3.50		
PYRETHRUM			
roseum, double, mixed	1/2 oz.	.55	
roseum, single, Robinson's	1/2 oz.	.40	
roseum, single, mixed	1/2 oz.	.45	
RANUNCULUS			
asiaticus superbissima, mixed	1/2 oz.	.35	
RUDECKIA			
purpurea	1/4 oz.	.40	
SALVIA			
argentea, Silver Sage	1/2 oz.	.35	
STATICE			
dumosa	1/4 oz.	.35	
latifolia, dp. lavender	1/4 oz.	.40	
SWEET WILLIAM			
double, mixed	1/4 oz.	.30	
single, auricula-eyed	1/4 oz.	.30	
single, coppery-red	1/4 oz.	.30	
single, Dunnett, dp. crimson	1/4 oz.	.30	
single, Newport Pink	1/4 oz.	.30	
single, Scarlet Beauty	1/4 oz.	.30	
single, Sutton's Fairy	1/4 oz.	.30	
single, white	1/4 oz.	.25	
single, mixed	1/4 oz.	.25	
single, dwarf, mixed	1/4 oz.	.40	
THALICTRUM			
dipterocarpum	1/4 oz.	.35	
THERMOPSIS			
caroliniana	1/4 oz.	.35	
THUNBERGIA			
alata, Black-eyed Susan	1/4 oz.	.30	
TRITOMA			
uvaria grfl.	1/4 oz.	.40	
TROLLIUS			
europeus	1/2 oz.	.70	
VIOLA—see also PANSY			
cornuta Arkwright Ruby	1/4 oz.	.90	
cornuta Blue Beauty	1/4 oz.	.90	
cornuta Blue Butterfly	1/4 oz.	.75	
cornuta Blue Elf	1/4 oz.	.80	
cornuta Blue Perfection	1/4 oz.	.75	
cornuta Chamtreylund	1/4 oz.	.90	
cornuta King Henry	1/4 oz.	.80	
cornuta lutea splendens	1/4 oz.	.75	
cornuta Papilio, blue and white	1/4 oz.	.65	
cornuta White Perfection	1/4 oz.	.75	
cornuta, mixed	1/4 oz.	.65	

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Azalea Ghent hybrids, XX, 9 to 12 ins.	.55	.50
Azalea kaempferi hybrids, X, 3 to 6 ins.	.15	.14
Azalea mollis, XX, 4 to 6 ins.	.25	.23
Azalea mollis, XX, 6 to 9 ins.	.45	.40
Euonymus carrierei, R.C., 3 to 6 ins.	.08	.07
Euonymus carrierei, X, 8 to 10 ins.	.15	.14
Euonymus fortunei erecta, R.C., 3 to 6 ins.	.08	.07
Euonymus fortunei, R.C., 8 to 12 ins.	.15	.14
Euonymus patens, X, 6 to 12 ins.	.12	.11
Ilex crenata, X, 3 to 6 ins.	.12	.11
Ilex crenata convexa, X, 2 to 4 ins.	.13	.12
Ilex crenata convexa, XX, 4 to 6 ins.	.17	.16
Ilex crenata convexa, XX, 6 to 8 ins.	.24	.23
Ilex glabra, X, 2 to 4 ins.	.15	.14
Ilex glabra, XX, 4 to 6 ins.	.24	.23
Ilex rotundifolia, X, 2 to 4 ins.	.13	.12
Ilex rotundifolia, XX, 4 to 6 ins.	.18	.17
Ilex rotundifolia, XX, 6 to 8 ins.	.24	.23
Juniper, Andorra, X, 4 to 6 ins.	.12	.11
Juniper, Andorra, X, 6 to 8 ins.	.17	.16
Juniperus glauca hetzi, X, 4 to 6 ins.	.16	.15
Juniperus glauca hetzi, X, 6 to 8 ins.	.21	.20
(A most promising semi-spreading Juniper of decided bluish color)		
Juniperus horizontalis glauca, X, 4 to 6 ins.	.13	.12
Juniperus horizontalis glauca, X, 6 to 8 ins.	.18	.17
Juniper, Irish, X, 4 to 6 ins.	.14	.13
Juniper, Irish, X, 6 to 8 ins.	.19	.18
Juniperus chinensis pfitzeriana, X, 4 to 6 ins.	.17	.16
Juniperus chinensis pfitzeriana, X, 6 to 8 ins.	.22	.21
Leucothoe catesbaei, X, 3 to 6 ins.	.12	.11
Leucothoe catesbaei, XX, 5 to 8 ins.	.24	.23
Pieris floribunda, X, 3 to 6 ins.	.12	.11
Pieris floribunda, X, 5 to 8 ins.	.18	.17
Pieris japonica, XX, 3 to 5 ins.	.20	.19
Pieris japonica, XXX, 5 to 8 ins.	.45	.40
Pieris japonica, XXX, 8 to 12 ins.	.65	.60
Retinospora filifera, X, 4 to 6 ins.	.15	.14
Retinospora filifera aurea, X, 4 to 6 ins.	.18	.17
Retinospora filifera, X, 4 to 6 ins.	.15	.14
Retinospora plumosa, X, 4 to 6 ins.	.15	.14
Retinospora plumosa aurea, X, 4 to 6 ins.	.18	.17
Retinospora squarrosa, X, 3 to 6 ins.	.18	.17
Rhododendron hybrids, XXX, 4 to 6 ins.	.35	.30
Rhododendron hybrids, XXX, 6 to 8 ins.	.65	.60
Rhododendron hybrids, XXX, 8 to 12 ins.	.85	.80
Rhododendron hybrids, XXX, 12 to 15 ins.	1.50	1.35
(Grown from seeds of selected hybrids, with colors of all ranges, and from plants that have survived temperatures to 30 degrees below zero.)		
Taxus capitata, X, 4 to 6 ins.	.14	.13
Taxus capitata, X, 6 to 8 ins.	.18	.17
Taxus capitata, XX, 6 to 9 ins.	.25	.24
Taxus cuspidata, X, 4 to 6 ins.	.13	.12
Taxus cuspidata, X, 6 to 8 ins.	.18	.17
Taxus cuspidata, XX, 6 to 9 ins.	.25	.24
Thuja eliiwangeriana, X, 4 to 6 ins.	.13	.12
Thuja elegantissima lutea, X, 4 to 6 ins.	.13	.12
Thuja elegantissima lutea, X, 6 to 8 ins.	.19	.18
Thuja, Dwarf Globe, X, 3 to 5 ins.	.12	.11
Thuja, Dwarf Globe, X, 5 to 8 ins.	.17	.16
Thuja, Dwarf Globe, XX, 6 to 9 ins.	.22	.21
Thuja plicata douglasii, X, 4 to 6 ins.	.14	.13
Thuja, Hill's Golden, X, 3 to 5 ins.	.18	.17

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surroundings, in time spreading beauty over a large area. The plant known as *A. chumbyi* may be merely a form of *A. sarmentosa*, as some say, or it may be a hybrid of *A. sarmentosa* and *A. villosa*, as others maintain, but in either case it is a treasure, because of its stunning beauty, great hardiness and ease of culture. From the gardener's standpoint it is merely a compact *A. sarmentosa* with a little more silver and fur in its rosette and with brighter pink flowers. If I were restricted to one androsace, I am sure *A. chumbyi* would be my choice. Variety *watkinsi* is described in European lists as being larger than the type and as having deeper-colored flowers, which sounds interesting, but plants grown here from seeds were scarcely distinguishable from *A. sarmentosa*.

The culture of the *sarmentosa* group calls for no special skill, and there is not a great amount of bother. The plants do best in this climate on a northern slope where they may receive the benefit of shade from rocks or low-growing conifers during the middle of the day. The fertility of the soil is not so important as is good drainage, for these woolly-leaved plants highly resent excess moisture around their crowns at any season. We always use a light sandy soil with about one-fourth as much leaf mold and a top-dressing of stone chips. Young rosettes taken with an inch or two of the runner attached and inserted in sand with the rosette resting on the surface root readily and provide a sure means of rapidly increasing the plants.

Closely related to the *sarmentosa* group is *A. lanuginosa*, a lovely silver creeper lacking the runners of the *sarmentosa* but spreading around among the rocks and filling crevices with its silvery-gray, ovate leaves and soft rose flowers on 4-inch stems from June on through most of the summer when it is happily situated. *A. lanuginosa* is about the loveliest of the umbel bearers, but unfortunately, it does not seem to be hardy enough for my climate. In any event, the plant has been lost so often during severe winters that I have given up trying to keep it. Speaking for my own conditions, the same criticism applies to variety *A. leichtlini*, which is similar in growth to the parent, but which has flowers that are white with a crimson eye. In this climate the plants have been given a position that is sheltered from winter winds and one that is not too hot in summer unless they are given plenty of root moisture. In more temperate sections the treatment recommended for the *sarmentosa*

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tosa group would solve the problem, for *A. leichtlini* seems to be just as amiable as *A. sarmentosa*.

Two other little Asiatic rosette makers, *A. primuloides* and *A. sempervivoides*, should be mentioned. The first of these plants is so closely related to *A. sarmentosa* that there is little reason for a garden to have both unless one is making a collection of rock jasmines. Yet there is a difference in the rosette, and the flowers of *A. primuloides* are a pleasing pale pink.

The other plant, *A. sempervivoides*, although resembling the *sarmentosa* group, is so distinct and so beautiful that it deserves a place in any collection. It makes tiny dark green rosettes, almost hairless, which spread conservatively into flat mats, over which shine a sea of deep pink flowers in umbels, beginning in late spring and continuing more or less throughout the summer. The plant's specific name aptly describes its pretty little rosettes. Treatment similar to that given *A. sarmentosa* is advised.

Epilobium Chloraefolium.

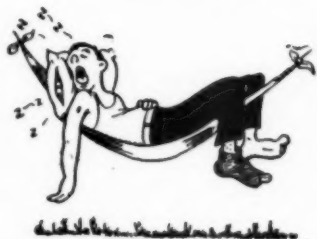
The receipt of two letters in which *Epilobium chloraefolium* was mentioned makes me think that the plant may be getting around in American trade. That would be a fortunate circumstance, for southern gardeners at least. A part of the answer to one of the letters, asking for cultural hints, is repeated here with the hope that it may be of interest to other gardeners.

The plant is from New Zealand, according to the books, and its behavior here indicated that it came from a warmer climate than we have in northern Michigan. At any rate, *Epilobium chloraefolium* was not reliably hardy here. Therefore, much that I shall say about it represents experience gained from pot plants, which indicated that the plant requires at least half shade in this climate and an abundance of moisture throughout the growing season. Other than that, the plant apparently has no needs which cannot be met in the average garden.

E. chloraefolium is a real beauty, too, deserving the care needed to make it thrive. Without flowers, the plant is an ornament itself, with thick glossy green leaves which take on lovely shades of bronze and red at the approach of winter. But when the short stems are thickly set with large, pure white flowers, the plant is most captivating. *E. chloraefolium* begins to bloom when the stems are three or four inches tall and con-

[Continued on page 48.]

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Aucuba, 1 gal., 8 to 10 ins.	.50	Pine, Longleaf, 3 gal., 12 to 15 ins.	1.00
Barberry, Red-leaved, 1 gal., 12 to 15 ins.	.50	Poinciana (Bird-of-Paradise), 1 gal., 15 to 18 ins.	.35
Barberry, Juliana, 1 gal., 10 to 12 ins.	.50	Podocarpus, 1 gal., 12 to 15 ins.	.50
Cassia, 1 gal., 15 to 18 ins.	.30	Pussy Willow, 3 gal., 6 to 8 ft.	1.00
Forsythia, 3 gal., 3 to 4 ft.	1.00	Pyracantha, red, 1 gal., 15 to 18 ins.	.75
Gardenia fortunei, 1 gal., 12 to 15 ins.	.50	Pyracantha, orange, 1 gal., 15 to 18 ins.	.75
Holly, Burford, 1 gal., 12 to 15 ins.	1.00	Quince, red-flowering, 3 gal., 3 to 4 ft.	.75
Holly, Chinese Horned, 1 gal., 12 to 15 ins.	1.00	Quince, red-flowering, 1 gal., 12 to 15 ins.	.40
Italian Cypress, 1 gal., 15 to 18 ins.	.75	Redbud, Chinese, 3 gal., 5 to 6 ft.	1.00
Jasmine, Primrose, 1 gal., 2 to 3 ft.	.50	Redbud, American, 3 gal., 5 to 6 ft.	1.00
Juniper, Ashford, 1 gal., 12 to 15 ins.	.50	Roses, Hybrid Teas in assorted colors, 1 gal.	.40
Lavender, 1 gal., 8 to 10 ins.	.45	Roses, Paul's Scarlet Climber, 3 gal., 3 to 4 ft.	1.00
Loquat, 1 gal., 15 to 18 ins.	.45	Spiraea Reevesiana, 1 gal., 12 to 15 ins.	.50
Loropetalum, 1 gal., 12 to 15-in. spread	.45	Weigela rosea, 1 gal., 2 to 3 ft.	.50
Mahonia bealei, 1 gal., 12 to 15 ins.	.50	Weigela, Henderson, 1 gal., 3 to 4 ft.	.50
Michelia fuscata, 1 gal., 12 to 15 ins.	.60	Weigela, Henderson, 3 gal., 4 to 5 ft.	.90
Monkey Grass (Ophiopogon), 1 gal., 10 to 12 ins.	.25	Wistaria Vines, 1 gal., 24 to 30 ins.	.50

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Ilex cornuta burfordi, PC	.20
Jasmine, Florida, RC	.05
Jasminum nudiflorum, PC	.05
Jasminum primulinum, RC	.05
Lavandula vera, PC	.12
Magnolia grandiflora, PS	.15
Pittosporum tobira, PS	.15
Santolina, PC	.12

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Coming Events

MEETING CALENDAR.

July 1 and 2, annual conference and short course in nursery and landscape management, Michigan State College, East Lansing.

July 7, Illinois State Nurserymen's Association, Student Union building, University of Illinois, Urbana.

July 14, Connecticut Tree Protective Association, Bartlett Tree Research Laboratories, Stamford.

July 18 to 22, American Association of Nurserymen, Schroeder hotel, Milwaukee, Wis.

July 20, National Landscape Nurserymen's Association, Schroeder hotel, Milwaukee, Wis.

July 30, Indiana Association of Nurserymen, Hillsdale Landscape Co., Indianapolis.

August 10, Pennsylvania Nurserymen's Association, Hotel Abraham Lincoln, Reading.

August 17 and 18, West Virginia Nurserymen's Association, Frederick hotel, Huntington.

August 19 to 21, Southern Nurserymen's Association, Hotel Russell Erskine, Huntsville, Ala.

August 23 to 25, Texas Association of Nurserymen, Hotel Texas, Fort Worth.

August 23 to 27, National Shade Tree Conference, Schroeder hotel, Milwaukee, Wis.

August 29 to 31, North Carolina Nurserymen's Association, Hotel Chamberlin, Old Point Comfort, Va.

August 29 to 31, Virginia Nurserymen's Association, Hotel Chamberlin, Old Point Comfort.

September 2 and 3, Ohio Nurserymen's Association, Netherlands Plaza hotel, Cincinnati.

September 14 to 16, California Association of Nurserymen, Sacramento.

October 1 to 3, Texas Rose Festival, Tyler, Tex.

PLAN SUMMER MEETING AT UNIVERSITY OF ILLINOIS.

In an effort to acquaint members with recent horticultural developments and to provide an opportunity for them to meet staff members of the department of horticulture at the University of Illinois, Urbana, the Illinois State Nurserymen's Association has planned a summer meeting and field trip July 7 at the university.

Dr. M. J. Dorsey, who retires September 1 as head of the department of horticulture, will be general chairman of the meeting, assisted by Dr. L. R. Tehon, botanist of the Illinois State Natural History Survey. Collaborating in the program will be the departments of horticulture, forestry and floriculture of the college of agriculture and the departments of plant disease and insect

research of the Illinois State Natural History Survey.

The Student Union building on the campus will serve as headquarters for the meeting, with discussions probably being held in the faculty lounge. The program will open at 9 a. m. with informal discussions until 10 a. m., when President W. J. Smart, D. Hill Nursery Co., Dundee, Ill., will call the meeting to order.

Among the talks to be presented will be a "Review of the Tree Disease Research in the Natural History Survey" by Dr. L. R. Tehon; a "Review of Insect Studies in the Survey" by Dr. George Decker; "A Selected List of Ornamental Woody Plants for Illinois," a progress report, by Henry Gilbert; "Hedge and Turf Experiments" by Dr. F. F. Weinard; "The Windbreak Situation and Related Forestry Problems" by Dr. J. N. Spaeth; "Fruit Variety Survey and Understock Experiments" by Dr. R. L. McMunn; "New Peach Varieties" by Dr. M. J. Dorsey; "Maturity Studies with Fruits in Relation to Nutrition" by Dr. R. V. Lott; "Plan of the Strawberry Test" by Dr. Boll, and "The

AMERICAN NURSERYMAN

Campus Landscape Planting" by Mr. Chamberlain.

An early luncheon in the Union building will be followed by more informal discussions. Later in the afternoon there will be a tour of the campus to show the general layout and planting with stops at some of the experiments mentioned in the discussions, including the Illinois State Natural History Survey's tree disease plots, the hedge and turf experiments, the plant-breeding plots and the horticultural farm.

While previous reservations are not absolutely necessary, they will be of assistance to Dr. Dorsey in planning the meeting.

HILLSDALE LANDSCAPE CO. HOST TO INDIANA MEETING.

The Hillsdale Landscape Co., located six miles northeast of Indianapolis, Ind., will be host for the summer meeting of the Indiana Association of Nurserymen, July 30.

The morning will be devoted to a

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tour of the Hillsdale Landscape Co., which has become widely known for its annual festival of roses. As many as 25,000 persons have attended recent festivals in a single day.

A luncheon will be provided by the association, and highlights of the afternoon program will be a report of the convention of the American Association of Nurserymen, which will be held July 18 to 22 at the Schroeder hotel, Milwaukee, Wis., presented by John C. Bunch, vice-president of the Indiana Association of Nurserymen, and a talk on "How Hoosier Nurserymen May Best Fit into the Public Relations Picture," by Mrs. Althea Rickert Wheeler, A. A. N. account executive, Verne Burnett Organization, New York, N. Y.

CONNECTICUT TREE PROTECTIVE MEETING.

The Connecticut Tree Protective Association will hold its summer meeting July 14 at the Bartlett Tree Research Laboratories, Stamford, according to John Woodruff.

WEST VIRGINIA DATES.

The tenth annual meeting of the West Virginia Nurserymen's Association has been definitely scheduled for August 17 and 18 at the Frederick hotel, Huntington, according to F. Waldo Craig, secretary-treasurer, instead of August 12 and 13, as originally announced.

The program for August 17 will feature a picnic and an outdoor meeting at the Potter Nurseries, located on U. S. Highway 50, fifteen miles east of Huntington. Pictures will be shown at this meeting. The afternoon of August 18 will be devoted to tours of local nurseries, parks and homes that offer interesting landscape features. Thomas Manley, director of the Wheeling Garden Center, will be the principal speaker at a session to be held Tuesday or Wednesday morning, which will be open to the public.

JOINT NORTH CAROLINA- VIRGINIA SUMMER MEETING.

The North Carolina Nurserymen's Association will hold its meeting August 29 to 31 at the Chamberlin hotel, Old Point Comfort, Va., in conjunction with the annual summer meeting of the Virginia Nurserymen's Association. John E. Coleman, president of the Virginia group, estimates that the combined attendance for the two associations will reach 300.

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eries, Hampton, Va., is in charge of the program preparations and is being assisted by Clyde Gilmore, Jr., secretary of the North Carolina Nurserymen's Association.

A special feature of this year's meeting will be a program booklet containing membership lists for both associations. The printing of this booklet will be financed by advertising contained in it.

DISPLAY SPACE OFFERED. FOR TEXAS CONVENTION.

Space for displaying nursery products, supplies and equipment will be available again this year at the convention of the Texas Association of Nurserymen, to be held August 23 to 25 at the Hotel Texas, Fort Worth. At the convention last August at Galveston an effort was made to encourage nurserymen to display their products, and all exhibit space was sold. This year more room will be available at the Hotel Texas, and it is expected that a greater variety of items will be displayed.

Spaces for displays will be large, and rates will not be high. Again this year a program booklet will be printed in which advertising space will be provided.

Further information concerning

WE WILL HAVE FOR NEXT SEASON

500,000 Red Barberry, 1-yr. sdgls., 2-yr. sdgls.
and transplants, 12 to 30 ins.

Prices will be cheaper. May we quote on your needs?
Also

10,000 Upr. Yew, 18 to 48 ins.

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50,000 Juniperus glauca hetzi liners

Along with lots of other good items.

FAIRVIEW EVERGREEN NURSERIES

FAIRVIEW, PA.

CERTIFIED BLUEBERRY PLANTS

1-year Rooted Cuttings, 2 and 3-year Nursery Plants,
all varieties.

Propagated from stock taken from our own productive farms.

Guaranteed True to Name.

SEND for RIGHT WHOLESALE PRICES.

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BLUEBERRY FARMS
HAMMONTON, NEW JERSEY

EVERGREEN LINERS

Taxus, many varieties.
Potted liners.

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Freeport Road, Butler, Pa.

Trees, Evergreens, Shrubs Fruit Trees

Write for Our Wholesale Trade List

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Telephone 2689 GENEVA, N. Y.

This will announce the appointment of

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General Delivery Fort Wayne, Ind.

as wholesale representative of

C. R. BURR & CO., INC.,

in Michigan, Indiana, and western Ohio.

C. R. BURR & CO., INC.

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"Growing Since '98"

ROSEBUSHES

2-year Field-grown

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Shipped when you want them.

Our refrigerated cold storage and packing facilities are unexcelled.

Write for variety and price lists.

C. E. WILSON NURSERIES

JACKSONVILLE, TEX.

MANCHESTER, CONN.

ROSEBUSHES

In refrigerated storage.

Come to the source.

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Commercial grove or landscape.

Wholesale Catalog.

NOW CONTRACTING ROSE PRODUCTION FOR 1949-50

We Offer—

EVERGREENS—In a large assortment of PYRAMIDAL and GLOBE ARBORVITAE, FITZGER JUNIPER and YEWs in grades at attractive prices. **SOME LARGE SPECIMEN EVERGREENS, SHRUBBERY and SHADE TREES.**

Mail want list for prices.

THE WESTMINSTER NURSERIES
Westminster, Md.



display and advertising space may be secured by writing Steve Verhalen, Verhalen Nursery Co., Scottsville, Tex.

OBITUARY.

James Clarence Welch.

James Clarence Welch, 81, president of the Welch Nursery, Shenandoah, Ia., died May 29 at his home. Although Mr. Welch had been in ill health for several months, his death was unexpected, for he had been at work the previous day.

Born in Sangamon county, Illinois, February 10, 1867, Mr. Welch moved with his family to Iowa in 1869, settling on a farm near Farmer City. Later, the Welch family moved to Kansas and then to Sidney, Ia., before returning to Shenandoah, Ia., in March, 1882.

Mr. Welch started to work for D. S. Lake, which marked the beginning of a long career in the nursery business. In 1900 he established his own business, and in 1917, Mr. Welch and his son Homer branched out into the mail-order business now known as the Welch Nursery, which specializes in the wholesale distribution of strawberry and asparagus plants.

Mr. Welch married the former Lena Lesta Mason November 17, 1888. Mrs. Welch died in November, 1929.

Active as a member of the A.O.U.W., the Rebekahs and the Odd Fellows, Mr. Welch served on the city council and for many years was superintendent of the horticultural department of the local fair. He was a member of the Congregational church. The Welch Nursery holds a membership in the Iowa Nurserymen's Association.

Surviving are a son, Homer Mason Welch, who is associated in the Welch Nursery; three grandchildren; four great-grandchildren, two brothers and one sister, E. S. Welch, Shenandoah, John Welch, Prescott, Ariz., and Mrs. Mary Malone, Mobile, Ala.

ILLINOIS GLADIOLUS FIRM BECOMES A PARTNERSHIP.

Dr. Don B. Creager, formerly plant pathologist at the University of Florida agricultural experiment station, Bradenton, is now associated with Chester Sirois as a partner in the Quality Gladiolus Gardens, St. Anne, Ill. Dr. Creager is well known to many gladiolus growers and was connected with the Illinois State Natural History Survey, studying gladiolus diseases and their control.

Quality Gladiolus Gardens have been operated for twenty-six years and were formerly under the management of Edwin Sirois & Son. Since the retirement of Edwin Sirois last year, the firm has been operated by his son, Chester Sirois.

MAIL ORDER MEN MEET.

Mail order nurserymen in the northeastern states, with a few from the middle west, met in their annual conference at Philadelphia June 2 and 3, comparing experiences in the season just past and estimating the stock available for the season ahead. G. Hale Harrison, Berlin, Md., presided and Homer E. Kemp, Princess Anne, Md., acted as secretary, as at the previous conferences. The firms on the Del-Mar-Va peninsula were well represented, while the larger attendance this year was occasioned by representation from more distant localities.

Decreased sales of fruit trees, caused by the weather and orchardists' plight, was partially offset by the good sales of small fruits and ornamentals. Overabundance of rain in May made for late planting, but was giving most crops a good start. So prospects for supply are considered adequate, and an optimistic point of view prevailed with regard to the coming season's operations.

Report from this group was expected at the meeting of the National Mail Order Nurserymen's Association, at Chicago, June 21 and 22.

ANNOUNCEMENT has been made of the appointment of Dr. T. K. Pavlychenko, formerly professor of applied plant ecology at the University of Saskatchewan, Canada, as director of field research for the American Chemical Paint Co., Ambler, Pa.

LAST month Harold Welch, vice-president of the Mount Arbor Nurseries, Shenandoah, Ia., paid a visit to his son Bill at Syracuse, N. Y., where the latter is now working for the General Electric Co., having graduated from Northwestern University in the school of business administration last March.

ERWIN S. FOWLER, representing the Milton Nursery Co., Milton, Ore., is now in the midwest making his usual visits to nurseries. C. B. Miller, vice-president and treasurer of the firm, and Mrs. Miller are also making calls on the trade in the eastern part of the country. Later this month both Mr. Miller and Mr. Fowler will represent the Milton Nursery Co. at the A. A. N. convention at Milwaukee.

MANY THANKS... for past favors.

We hope to merit your further patronage.

ILGENFRITZ NURSERIES, INC.

The Monroe Nursery

Monroe, Michigan

Growers of Ornamentals and Fruit Trees
Since 1847.

ROSES

WHOLESALE ONLY

2-year, field-grown

Patented and Standard Varieties

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Scions, Rooted Cuttings and 1 to 4-yr.-old plants.

Let us quote you our low prices.

We will deliver any order of 10,000 or more plants direct to you. (Radius of 1,000 miles.)

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NORTHERN COLLECTED EVERGREENS FERNS

PLANTS
SHRUBS

WILLIAM CROSBY HORSFORD
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BERBERIS THUNBERGI

2-yr. Seedlings
Nicely Branched

Write for Special Quotations.

WILSON'S NURSERIES
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PRIVET and BERBERIS

Splendid Stock
Write for Special Quotations

LESTER C. LOVETT
MILFORD DELAWARE

This Business of Ours

Reflections on the Progress and Problems of Nurserymen

By E. Sam Hemming

A SIMPLE CONVENIENCE.

My associate, who is much more mechanically minded than I am, installed a step on the rear of our large truck. When I stop to think about it, I cannot recall seeing such a step on any other nurseryman's truck or on any other type of truck. The step was fashioned by a local blacksmith out of a strip of iron one and one-quarter inches wide by one-quarter of an inch thick. The step was bolted on the rear of the truck in line with the right rear tires and is not in the way. The step is similar in appearance to those on freight cars. When one considers how high modern heavy-duty trucks are and how often men have to climb in and out of a truck for plants and tools, it is a wonder there are not more such steps mounted on trucks. The total cost in our case was less than \$10.

E. S. H.

SECURING A PLANT PATENT.

Last year we applied for our first plant patent, and as we were completely ignorant of the procedure involved, we experienced some difficulty. Perhaps a few paragraphs on this subject might be of value to other persons who are unaware of the proper procedure. An excellent article on the plant patent law appeared in the September 1, 1947, issue of the American Nurseryman, shortly after we had made our application, but as the article had been prepared by one of the country's leading plant patent attorneys, it represented the attorney's viewpoint and not the nurseryman's. It was also impossible for the author to mention the cost of the fees, because such practices are unethical. In this article I shall enumerate our costs to serve as a guide.

To apply for a plant patent, one must have originated or discovered a plant variety that has some distinctive feature which has not appeared before. This feature may be any one of numerous qualities, such as different color, blooming time or period, hardiness, habit of growth, shape, fruiting qualities or taste, that must be perpetuated by asexual reproduction, which means by grafting, budding, layering, division or from cuttings. A plant possessing a quality that comes true from seeds cannot be pat-

ented, nor can a tuber be patented, as I understand the law.

If you believe you have such a plant, and it is distinctive and of potential appeal, it is worth protecting. However, it cannot be a plant that has been sold or offered for sale longer than one year prior to the application. This restriction also applies to any basic assignment of rights in the plant.

We did not know the name of a plant patent attorney whom we might consult; so we asked a nurseryman who held patents to suggest one. You might do this, also, or you might write the editor of the American Nurseryman.

After retaining the attorney, we were asked to submit a thorough de-

scription of the distinctive and different qualities of the new plant. It was necessary for us to describe how we produced the plant by hybridization, indicating the parent species used, and also to detail how the offspring differed from the parent. All of our contacts with the attorney were by correspondence. I think it would have simplified matters if we had consulted him in person at the outset.

Next, it was necessary to describe all the plant parts, such as the stem, leaves, bud and flower, by color, according to a standard color chart. This description must be accompanied by two accurately colored photographs or paintings in duplicate and of a specified size. We had ours done by J. Horace McFarland Co., Harrisburg, Pa. The minimum cost for these pictures is \$75. Our pictures cost \$125, because some extra work was involved. The attorney's fees amounted to \$150, plus an additional fee of \$15 for preliminary assign-

PIN OAK

Beautiful stock, well grown and well dug. Exceptional root system. For Fall, 1948, or Spring, 1949, delivery.

2 1/2 to 3-inch

3 to 3 1/2-inch

3 1/2 to 4-inch

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The **CHRYSANTHEMUM CATALOG** you cannot afford to be without.

WONDERLAND NURSERIES
Ellerson, Va.



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AZALEAS - CAMELLIAS
and other choice evergreens.

Wholesale Catalog **SEMME'S, ALA.**

Old English BOXWOOD

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SELLING OUT. Specimens 20 x 16 ins. and up; also very large specimens. No smaller stock left. Special discounts on carload or truckload orders. Prices on request. Inspection invited.

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Mrs. R. P. Royer High Point, N. C.

Wanted—Evergreens

Require 50,000 or more, 3 to 7 ft., B&B.

Suitable for Christmas trees.

Varieties wanted are:

Blue Spruce, Norway Spruce, Scotch Pine, Balsam Fir, Douglas Fir and others.

What have you to offer? State how many, the size and price.

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With That Wonderful Root System

Headquarters for

HARDY MUMS AND PHLOX.

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WELLER NURSERIES CO., Inc.

Leading Perennial Growers

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**IRISES • DAY LILIES
PEONIES • POPPIES**

ALL YOUNG GROWN STOCK

Prompt Service

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MOLINE ELM,**
up to 2-inch caliper.

SOFT MAPLE,
up to 2-inch caliper.

PEACH and APPLE,
in carlots.

General line of
**Shade Trees, Shrubs, Evergreens
and Fruit Trees.**

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Shenandoah, Iowa.

*Wholesale growers of
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GENERAL NURSERY STOCK
Your inquiries will be appreciated.

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Liners and B&B

BROWN DEER NURSERIES
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Wholesale growers of the best
**Ornamental Evergreens,
Deciduous Trees,
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THE KALLAY BROTHERS CO.
Painesville, Ohio



EVERGREENS

*Growers of Quality Evergreens
Lining-out Stock a Specialty*
Write for Trade List

EVERGREEN NURSERY CO.
Established 1864 • STURGEON BAY, WIS.

BURTON'S
HEADQUARTERS FOR
**EVERGREEN GRAFTS, TRANSPLANTED
EVERGREENS, SHRUB LINERS.**
*RARE ITEMS YOU DO NOT
FIND IN MOST LISTS! Write!*
HILLTOP NURSERIES
EASTOWN, OHIO

ment, \$10 for supplementary assignment and \$30 for the government filing fee. There will be a fee of \$30 for final government filing, if and when the application is granted. Naturally, attorneys' fees will vary with the individual case and special work that may be involved. Of course, such matters as licensing contracts would be additional. From the aforementioned costs it may be concluded that, if the plant is worth protecting by a plant patent, the cost is not prohibitive.

After the application is presented to the patent office it will be at least a year before it is granted. I understand that the applications are usually processed by experts at the bureau of plant industry of the United States Department of Agriculture, at Beltsville, Md., before being considered by the patent office. E. S. H.

NEW REPRESENTATIVES OF MAXWELL, BOWDEN & RICE.

Two men with long records of service in the nursery business and both well known to the trade, Erwin W. Whitham and George A. Winslow, have become associated with Maxwell, Bowden & Rice, Inc., wholesale nurseries at Geneva, N. Y.

Mr. Whitham will devote his full time to selling, representing Maxwell, Bowden & Rice, Inc., in New England, metropolitan New York, Long Island, New Jersey and eastern Pennsylvania. He will continue to live at Manchester, Conn., where he was associated with C. R. Burr & Co., Inc., for the past thirteen years and until June 1 of this year. "Whit," as Mr. Whitham is known to his friends, has had about twenty years of successful sales experience.

Active in the Connecticut Nurserymen's Association, Mr. Whitham is now serving as its president and before that was vice-president. He is also a delegate for region I to the convention of the American Association of Nurserymen.

Born August 12, 1896, Mr. Whitham graduated from the Connecticut School of Agriculture in 1916 and has remained associated with agriculture ever since, except for a time during World War I. He helped organize and was charter master of Windsor Grange in 1929 and is a charter officer and a past master of the Farmington Valley Pomona Grange. He has three sons and two daughters, and the oldest three have graduated from the University of Connecticut.

Until January of this year Mr. Winslow also sold for C. R. Burr & Co., Inc., and is president of the



Growers of a complete
line of deciduous and
coniferous species.

JEWELL NURSERIES, INC.
Lake City, Minn.

Northern-grown Stock

Send
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Price
List.

J. V. BAILEY NURSERIES
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ORNAMENTALS TREES SHRUBS EVERGREENS

*Wholesale growers of a
general assortment for
the best landscape plantings.*

BRYANT'S NURSERIES
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SMOKE TREE and other liners.

Write for list.

NEWPORT NURSERY CO.
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SNEED NURSERY COMPANY

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RED LAKE CURRANTS
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WE OFFER...
Our General Line of
SMALL FRUIT PLANTS

Let us quote on your requirements.

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Bridgman, Michigan

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our usual line of

SHRUBS EVERGREENS
FOREST AND SHADE TREES
VINES AND CREEPERS

Trade List mailed on request.

FOREST NURSERY CO., INC.
J. R. Boyd, Pres. McMinnville, Tenn.

Boyd
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ORNAMENTAL SHRUBS
SHADE TREES, VINES
FOREST TREE SEEDLINGS
LINING-OUT STOCKS

SMALL FRUIT PLANTS

We again offer our complete line of
Grapes, Currants and Berry Plants.
Now booking orders for 1948.

FOSTER NURSERY CO., INC.
69 Orchard St. Fredonia, N. Y.

We wish to purchase...

Evergreens, Fruit Trees,
Shrubs, etc.

Send your surplus list to
THE PONTIAC NURSERY CO. Romeo, Mich.

Winslow Nurseries, retail and landscape nurseries at Needham, Mass. He will continue to live at Needham, but will spend a considerable part of his time calling on the wholesale trade representing Maxwell, Bowden & Rice, Inc., in New York state, Ohio and western Pennsylvania.

ROSE GROWERS' DAY AT
NEW YORK GARDEN.

More than 350 persons from New York and other eastern states attended the annual program arranged in cooperation with the second district of the American Rose Society, June 10, at the New York Botanical Garden. Among those in attendance was L. C. Bobbink, Bobbink & Atkins, East Rutherford, N.J., who has donated a majority of the 7,000 or 8,000 roses in the garden's rose division.

Early in the day two short motion picture films were shown, "The Gift of Green" and "Plants and the Life of Man." After a brief introduction by Dr. William J. Robbins, director of the garden, the morning program was opened with Dr. R. C. Allen, Harrisburg, Pa., executive secretary of the American Rose Society, presiding.

Highlights included a talk on "Floribunda Roses" by Fred Morley, Jackson & Perkins Co., Newark, N. Y. Mr. Morley explained that the class of floribunda roses, which originated from a cross between a hybrid tea and a polyantha, will endure considerable neglect. He suggested alternating hybrid teas and floribundas in a border in order to have blooms all summer and recommended floribundas for hedges, for cut flowers and to introduce color in plantings in front of homes.

Mrs. Richardson Wright spoke on "Roses for the Collector," stressing the need for the culture of more species of roses and the old-fashioned types.

After a picnic-style luncheon in the Museum building, the program was continued with an address by Edwin de T. Bechtel on "The Pursuit of the Rose." Mr. Bechtel is a member of the garden's board of managers.

Presiding at the afternoon session was Dr. A. H. MacAndrews, department of forest entomology, New York State College of Forestry, Syracuse. As counselor for the second district of the American Rose Society Dr. MacAndrews introduced the president of the society, George A. Sweetser, Wellesley Hills, Mass.

Concluding the indoor program, Dr. P. P. Pirone, plant pathologist

SMALL FRUIT PLANTS
and
VEGETABLE ROOTS

We grow for the wholesale trade only.

KRIEGER'S WHOLESALE NURSERY
BRIDGMAN, MICH.

FRUIT TREES

HARRISON BROTHERS
NURSERIES

G. Hale Harrison, General Manager
BERLIN, MARYLAND

COMPLETE ASSORTMENT
OF

Evergreens, Fruit Trees, Shade
Trees, Roses and Lining-out Stock.

Write for complete list.

ONARGA NURSERY CO.
Onarga, Ill.

UNDERSTOCK

CORNUS FLORIDA	Per 100	Per 1000
White-flowering Dogwood		
1-year seedlings,		
grafting grade	\$5.00	\$40.00

MAGNOLIA ACUMINATA
Cucumber Tree

2-year seedlings,		
grafting grade	7.00	60.00

We can make shipment by November 1.
Satisfaction guaranteed.

O. H. PERRY NURSERY CO.
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SMALL FRUIT PLANTS

Evergreens - Shrubs
Asparagus - Rhubarb

Send for Complete Trade List.
W. N. SCARFF'S SONS
NEW CARLISLE, O.

Genuine Chipman's Canada
Red Rhubarb Divisions

for delivery next fall by the carload.
Write for prices.

BASS NURSERY
CHADRON, NEB.

for the New York Botanical Garden, conducted a symposium on rose problems in which questions from the audience were answered by experts, including Mr. Sweetser; Dr. MacAndrews; Dr. Allen; Paul F. Frese, editor of Flower Grower magazine and former second district councilor; Everett A. Piester, assistant superintendent of parks, Hartford, Conn., and Robert W. Eisenbrown, general manager, Bobbink & Atkins. Disease and pest control methods as well as cultural practices were discussed. A tour of the rose garden followed.

PHILADELPHIA ROSE SHOW.

In the interest of creating a public rose garden for that area, the Philadelphia Rose Society sponsored a show of outdoor roses at the department store of Strawbridge & Clothier, Philadelphia, June 2 to 4. In three rose gardens were included over 5,000 hardy outdoor roses in 200 varieties, according to report.

Among the speakers on the program for the opening afternoon were Robert Pyle, West Grove, Pa., on "My Coming Trip to Europe"; Miss Helen Totty, Madison, N. J., on "Judging at the Rose Trials, Bagatelle, Paris, France," and James Lambert, superintendent of the botanical gardens of the University of Pennsylvania, on "Where Roses Grow."

INDIANA ROSE FESTIVAL.

The annual rose festival, sponsored by the garden clubs of Indiana, the Boy Scouts and the Camp Fire Girls, was held June 13 at the Hillsdale Landscape Co., Eighty-second street and Shadeland road, Indianapolis, Ind. Thousands of visitors attend the show each year to view the large collection of roses.

Henry F. Schricker, former governor of Indiana, was general chairman for the show and was assisted by the host, Alex Tuschinsky, owner of Hillsdale Landscape Co.

The program included a concert by the Boy Scout band, a flag-raising ceremony, a water pageant with swimming and diving contests and the crowning of the rose queen by Mayor Al Feeny of Indianapolis. Camp Fire Girls and Cub Scouts acted as escorts for the rose queen.

THE South Hill Nurseries, Pittsburgh, Pa., have opened a super plant market at 1600 Washington road, Pittsburgh.

DRIEHUIZEN BROTHERS

Lisse, Holland

American address: Room 605, 44 Whitehall St., New York, N. Y.

WHOLESALE BULB GROWERS

Carload service to all principal cities in the midwest.

Broadway Station

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Newport, R. I.

Holland-Grown Trees, Shrubs, Evergreens, Perennials, Forcing Plants.

Write for HOLLAND PLANT LIST.

Representing Guldemon & Co., Boskoop, Holland.

Since 1874.

EBBINGE & VAN GROOS

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Growers and exporters of NURSERY STOCK since 1899

Rhododendrons, Azaleas, Magnolias, Shrubs, Evergreens, Climbing Plants, Peonies and other Hardy Perennials.

Also Lining-out Stock.

I WILL HAVE

the usual list of
import nursery material
from Holland and
Denmark.

Also Lining-out Stock grown by the boys here in the east. Dwarf Trees grown by the U. S. Espalier Nursery Co., a general line of stock of Buntings' Nurseries, Inc., some stock from Oregon and requisites.

"You-all" look me up at the Schroeder hotel at Milwaukee, July 17 to 22. I will be registered at the hotel July 19 to 22 and will spend the week-end, July 17 and 18, at the home of my daughter, Mrs. T. E. Fajon, and family at Milwaukee.

ARTHUR DUMMETT

Phone: 8-1340 Bernardsville, N. J.

Holland - Grown Nursery Stock

Shrubs and Trees,
including liners,
Rhododendrons and Azaleas
Hardy Perennials
Peonies

NOVELTIES IN ALL LINES

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Originators of Azalea Vuykiana (Hardy Dutch Hybrid Azaleas), large-flowering, bloom with foliage; in one white variety and several in nonfading colors.

Propagators and growers of choice nursery stock. All types of Azaleas, Rhododendrons and other broad-leaved Evergreens, Conifers, Roses, Shrubs and Perennials.

Exports to the U. S. A. receive special preparation, cleaning and packing for best results. All stock carefully graded. New York office handles all import details at no extra cost.

Please direct all your correspondence to:
140 Cedar Street New York 6, N. Y.
VUYK VAN NES NURSERIES

HOLLAND PEAT MOSS

Best quality, large bales, properly packed by a group of the largest producers operating extensive highland moors and well equipped mills. Carlots of 300 bales or more only. Write.

HOLLAND BURLAP SQUARES

Uniform quality, two tape edges for tying. Made by the largest mill in Holland, whose exclusive distributors we have been since 1921. Stock on hand and being made. Order now for prompt or later delivery.

HALF MOON MANUFACTURING & TRADING COMPANY, INC.

90 West Street

New York, N. Y.

Maurice C. Ravensberg

Boskoop, Holland

Reliable firm for general Nursery Stock and Belgian plants.
Catalog on application.

DALLAS FIRM BUILDS.

Construction was begun early in May on a \$100,000 nursery and landscape project by Jones & Jones Tree Expert Co., Dallas, Tex. Located on a 4-acre tract on Preston road between Churchill way and Turner road, the new building will measure 42x146 feet and will serve as the headquarters for the firm. In addition to the offices there will be an 80-foot glass showroom illuminated by a Louverall lighting system and a large seed store. The exterior of the building will be finished in Austin stone.

H. E. Jones, owner of Jones & Jones Tree Expert Co., who recently returned from a tour of nurseries on the west coast, stated that many innovations will be featured in the new establishment. Permanently landscaped grounds will include a sunken garden lined with azaleas and a display of rare camellias, smoke trees, weeping dogwoods, weeping cherry trees and large oaks. Customers will be able to select trees from an assortment of several hundred which will line a circular drive through the grounds. The trees will be placed in bunker holes and will be covered with peat moss, permitting easier transplanting. The display room will be divided into several patios, where customers may see landscaping arrangements before actual installations are made on home premises.

Architects for the building are Mr. Jones and Aubrey Kesauon, Portland, Ore. J. E. Doner, St. Louis, Mo., is the contractor.

Mr. Jones has been in the nursery and landscaping business at Dallas for eight years and has been at his present address at 5908 Northwest highway for three years.

TEXARKANA NEWSPAPER FEATURES R. S. TWITTY.

A biographical portrait of R. S. Twitty, owner of the Twitty Nursery, Texarkana, Tex., was featured in the May 9 edition of the Texarkana Gazette, together with a photograph of Mr. Twitty examining his stock.

The son of a nurseryman, Mr. Twitty grew up in the business and has been growing evergreens, flowering shrubs, shade trees, hedge plants and roses at Texarkana since 1925. Mr. Twitty came to Texarkana in 1923 to do some landscaping for the Texas Nursery Co., Sherman, Tex., and deciding he liked the city, moved there two years later. He began his nursery on four or five acres of land north of Texarkana, and in 1927 he purchased the property on



We pay shipping costs on lining-out stock to all points in the United States, Canada and Alaska. No packing charge is made on either lining-out or balled stock.

Write today for 1948 Wholesale List.

SHERWOOD NURSERY CO.

EVERGREENS - Propagators & Growers
Wholesale Only

141 S. E. 65th Ave., PORTLAND 16, ORE.

EVERGREEN LINERS

Azalea rooted cuttings, 25 varieties.

Cham. laws, eliwoodl, Per 100
rooted cuttings, 4 to 6 ins. \$10.00
Smaller cuttings..... 7.00

250 or more at 6c,
Juniperus comm. fastigiata..... 8.00

Heathers, 20 varieties.

Write for complete price list.

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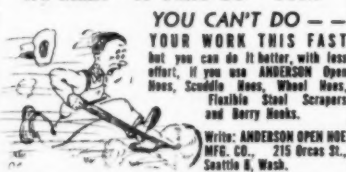
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Highway 76, west of the city, which is the present site of the 120-acre Twitty Nursery.

Born in a log cabin in Lincoln county, Tennessee, Mr. Twitty and his brother Sam worked for their father, who had taken over the Coldwater Nursery, Blanche, Tenn. When the firm was closed in 1912, R. S. Twitty went to Sherman, Tex., where he secured a position with the Texas Nursery Co. He was with that firm twelve years.

Mr. Twitty married the former Sarah Sumners December 16, 1911, at Fayetteville, Tenn. Mrs. Twitty had been teaching in rural schools near Blanche and Fayetteville. The Twittys have one daughter, Mrs. Virginia T. Cornish.

In addition to his nursery and

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Make Your Selection from the Many Varieties We Offer, Old and New, Popular and Patented. Wholesale Lists and Convenient Order Blanks upon Request.

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Specializing in fruit tree seedlings. Angers Rooted Quince Cuttings, Chinese Elm Seedlings and English Privet.

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Buyers' references gladly furnished.

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landscape work, Mr. Twitty also enjoys baseball and traveling. His firm holds memberships in the Texas Association of Nurserymen and the American Association of Nurserymen. Mr. Twitty is a member of the Lions' Club, the Knife and Fork Club and the chamber of commerce, and he belongs to the Central Christian church.

NURSERIES EXHIBIT AT SOUTHWESTERN EXPOSITION.

Several nurseries and florists' shops in the southwest sponsored exhibits at the first annual Southwestern Industrial Exposition, which was held May 30 to June 6 at Fort Worth, Tex. Among the firms participating were the Breedlove Nurseries, Tyler, Tex., which had an attendant on duty at all times, distributing literature and taking orders. Baker Bros., Lige Green and Gordon Boswell, all of Fort Worth, were also represented.

Limited to displays of products of the southwestern region, the exposition included 200 manufacturers whose exhibits were viewed by approximately 100,000 persons. While direct selling was not permitted, exhibitors were allowed to take orders, for one of the primary purposes of the exposition was to increase trade outlets. The success of this year's exposition has assured its being continued as an annual event.

SOUTHWESTERN NOTES.

Evert Asjes, Jr., Rose Hill Flower Garden, Kansas City, Mo., and Stanley R. McLane, J. C. Nichols Co., Kansas City, Mo., were judges at the 2-day flower show sponsored by the Kansas City Garden Club early in June at the Kansas City Art Institute.

R. G. Yapp and L. A. Calkins, state nursery inspectors for Kansas, and Dr. O. H. Elmer, plant pathologist at Kansas State College, Manhattan, recently spent a week in Wisconsin and Michigan conferring with pathologists with regard to virus diseases of fruit trees preparatory to formulating a bud selection program for Kansas.

John D. Cramer is calling on the nursery trade as wholesale representative for the Willis Nursery Co., Ottawa, Kan. Mr. Cramer has been in this country for two years and is a native of Holland. He studied at Boskoop Nursery School, the University of Leyden and at the Royal Botanical Gardens, Kew, England.

Omar Thompson, Liberty, Mo., a grower of perennials, has been forced to discontinue his business temporarily because of ill health. He hopes to resume operations in the fall.

Carl Holman, proprietor of the Leavenworth Nurseries, Leavenworth, Kan., recently underwent an operation at St. Joseph's hospital, Kansas City, Mo. J. J.

THE Claude Lytle Nursery has been moved from Neosho Rapids, Kan., to Holton, Kan.

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Avery H. Steinmetz

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Our 1948 Trade Price List of Lily and
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Portland Seed Co.
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- Seattle:**
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Portland Seed Co.
Washington Seed Co.
David L. Jones Co.
- Tacoma:**
Washington Floral Service.
- Spokane:**
Inland Seed Co.
Duthie Seed Co.
Benecke Seed Co.
David L. Jones Co.
- Boise:**
Union Seed and Fuel Co.
- Lewiston:**
Smith Gardens.
- Great Falls:**
Graham & Ross Mercantile Co.
- Salt Lake City:**
Vogeler's.
- Brigham City:**
The Rose Tree Garden.
- Denver:**
The Denver Wholesale Florists Co.
Colorado Seed Co.
Davis Brothers Florists.
- Colorado Springs:**
Colorado Gardens.
Upton Gardens.
- Phoenix:**
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and a general assortment of other nursery stock.

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400 Black Acacia
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Pacific Hybrids, mixture, choice doubles.....	\$1.00	\$4.00	\$14.00
Somerset Hybrids, mixture, B & L type.....	.50	1.25	4.00
Belladonna Improved, favorite light blue.....	.50	1.00	3.50
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Growers' Accessories

AMERICAN BULB CO.

1335 W. Randolph St. CHICAGO 7
31 W. 27th St. NEW YORK 1

SEEDS

Collectors of Tree, Shrub and
Wild Flower Seeds

Crude Drugs and Ornamentals

E. C. MORAN Stanford, Mont.

SEEDS OF
FRUIT TREES and ORNAMENTALS
FROM CHINA

Write for prices and information.

NEW FLOWER SEED CO.

58/1129 Hankow Road (W).

Shanghai 8, China

CLASSIFIED ADS

25 cents per line.

Minimum order, \$2.00.

AZALEAS

AZALEAS.
Thousands of bushy, well budded evergreen Azaleas, 12 varieties, 6 ins. to 15 ins.; priced right. Easy trucking distance to eastern points. Shipped anywhere. Book your order now for fall to avoid disappointment.
THE TANKARD NURSERIES
Exmore, Va.

AZALEA ROOTED CUTTINGS
Formosa and some other India varieties available for immediate shipment. \$6.50 per 100 or \$60.00 per 1000. No charge for packing.
FLORIDA NURSERY & LANDSCAPE CO.
Box 97 Leesburg, Fla.

BULBS and TUBERS

For Fall Delivery Order Now
DUTCH and PACIFIC COAST BULBS
Finest forcing and outdoor varieties.
Also, special packaged TULIP, DAF-FODIL, HYACINTH, CROCUS and Miscellaneous Bulbs, for timesaving sales, in sturdy, lithographed cartons with printed Planting Instructions. Various quantities per carton, from 6 to 100 bulbs per named and/or mixed variety.
For possible required additions in fall, we can serve you from stock.

NEAL BULB CO.
15-18 Ellis Ave. Fair Lawn, N. J.
WRITE for price list and information.

IRISES, Strong Field Divisions.
Siberian Irises, purple.
Dwarf Irises, purple, white and yellow.
\$5.00 per 100; \$40.00 per 1000.
Cash with order, please.
FLORAL HILL GARDENS
R. F. D. 2 Belle Vernon, Pa.

Increase your business
by offering needed
stock and supplies
through the Classified Ads.

CAMELIAS

CAMELIA CUTTINGS.
(NOW is the time to root and transplant cuttings.)
STANDARD varieties, such as Pink Perfection, Chandleri Elegans, Prof. Sargent, Jarvis Red and 175 other varieties.
NOT rooted, \$30.00 per 1000 (100 or more of a kind), or mixed, labeled, \$20.00 per 1000.
WELL rooted, \$20.00 per 100, \$175.00 per 1000.

RARE varieties, such as Glen 40, Kumazaka Variegated, Gov. Mouton, Vittorio Emanuele, Purple Dawn and 150 other varieties.
NOT rooted, \$10.00 per 100; \$60.00 per 1000 (100 or more of a kind), or mixed, labeled, \$40.00 per 1000.
WELL rooted, \$45.00 per 100; \$400.00 per 1000.
Above are best quantity prices. Check with order. Immediate or future shipments. Catalog free.

NATIONAL NURSERIES, Biloxi, Miss.
TORMEY-GROWN CAMELIA PLANTS will reach you growing vigorously and will continue their vigorous growth uninterrupted, because they are grown in containers and are shipped in these containers with all of the plant roots protected, intact and undisturbed—this applies to all sizes whether it be plants from 2 1/2-in. pots or the larger specimens.

TORMEY'S, TEMPLE CITY, CALIF.

EVERGREENS

**LINING-OUT STOCK
FOR IMMEDIATE PLANTING.**

2 1/2-inch, pot-grown. Per 100
Taxus cuspidata, 6 ins., heavy. \$25.00
Taxus bicolor, 6 ins. \$22.50
Thuja elegantissima, 6 to 8 ins., heavy. 25.00
Thuja pyramidalis, 8 to 10 ins., heavy. 25.00
Thuja pyramidalis, imp. 8 to 10 ins. 25.00
Thuja woodwardii, 6 to 8 ins., heavy. 22.50
Orders accepted subject to prior sale.
2% discount for cash with order.

THE HOLLANDIA GARDENS
South Vienna, Ohio

TSUGA CANADENSIS
6 to 9 ins., twice transplanted.
\$15.00 per 100, \$120.00 per 1000.
9 to 12 ins.
\$17.00 per 100, \$150.00 per 1000.
LAUREL PARK NURSERIES
Box 269 Northampton, Mass.

DAPHNE ODORA MARGINATA ROSEA—from 2 1/2-in. pots or banded, 30¢ each, 50 or more; 25¢ each, 500 or more. Crating free; cash with order.
R. P. RESSEL, Mullino, Ore.

GARDENIA MYSTERY LINERS
From 3-in. pots, \$20.00 per 100.
FLORIDA NURSERY & LANDSCAPE CO.
Box 97 Leesburg, Fla.

EUONYMUS PATENS (Sieboldi).
Unrooted Cuttings
\$3.00 per 100, \$27.50 per 1000.
THE FLOWER FARM, E. McKeesport 11, Pa.

HARDY PLANTS

GYPHOPHILA BRISTOL FAIRY
Strong, well rooted, grafted pot plants.
Per doz. Per 100 Per 1000
2 1/2-in. pots. \$3.00 \$20.00 \$180.00
\$1 at 100 rate; 250 at 1000 rate.
BLUE ACRE GARDENS
David L. Guenther, Prop.
R. R. No. 2, Box 162 Piqua, Ohio

PERENNIALS
New and Standard Kinds.
A most modern and complete selection.
New Wholesale List now ready.
Send for your Free Copy Now.
CARROLL GARDENS
Box 15 Westminster, Md.

SEEDS

SEEDS
Taxus cuspidata
We offer new crop direct from Japan. Let us know the quantity you require.
AMERICAN BULB CO.
1335 W. Randolph St.
Chicago 7, Illinois

PERENNIAL SEED SPECIALTIES—We save seeds of hundreds of kinds at our nurseries. Catalog on request.
REX D. PEARCE
Dept. N. Moorestown, N. J.

PEACH PITS for planting. Southern collected; high germination. Small, about 6000 seeds to a bushel, \$3.50; medium, 5000 to a bushel, \$3.00.
RIVERDALE NURSERIES, Riverdale, Ga.

SHRUBS and TREES

ROOTED CUTTINGS, WHOLESALE ONLY.
Per 100
Cupressus allumi \$10.00
Juniperus stricta 10.00
Juniperus plumosus aurea 10.00
Andorra Juniper 10.00
Uright Yew 12.00
Spreading Yew 12.00
Juniperus Spruce, 4-yr., sdgs. 10.00
Red Spruce, 4-yr., sdgs. 10.00
Irish Juniper 10.00
Globe Arborvitae 10.00
American Arborvitae 10.00
Pyracantha 10.00
Hemlock, 12 to 18 ins., from seeds. 18.00
Red Cedar, 12 to 18 ins., from seeds. 18.00
Weeping Willow 6.00
Forsythia spectabilis 6.00
California Privet 3.00
Pussy Willow 3.00
Red-bark Dogwood 5.00
Hydrangea P.G. 5.00
Blue Hydrangea 10.00
Weigela Eva Rathke, red. 10.00
Weigela, pink-flowering 5.00
Deutzia, white-flowering 5.00
Mock Orange (Philadelphia) 5.00
Silver Maple, 1-yr., sdgs. 5.00
Norway Maple, 1-yr., sdgs. 5.00
Kindly send cash with order.

Plenty of large evergreens, flowering shrubs, shade trees, azaleas and fruit trees at very low prices for man that can haul them in his own truck. Also half-rotted oak leaves, \$16.00 per ton. I only ship out bare-rooted stock by mail or express.

WILLIAM E. WENTZELL
Cattell Rd. Wenonah, N. J.

LINING-OUT STOCK.
Plants well established, ready for immediate delivery.

	Size	Cont.	Price each
<i>Abelia grandiflora</i>	5-7 ins.	2 1/2-in.	\$0.12
<i>Acacia verticillata</i>	6-8 ins.	2 1/2-in.	.12
<i>Agapanthus umbellatus</i> (Blue Lily of the Nile)	6-10 ins.	2 1/2-in.	.10
<i>Coprosma baueri</i>	5-7 ins.	2 1/2-in.	.10
<i>Cotoneaster microphylla</i>	6-8 ins.	2 1/2-in.	.12
<i>Cotoneaster</i>	4-6 ins.	flats	.05
<i>Cotoneaster parneyi</i>	4-6 ins.	2 1/2-in.	.10
<i>Cotoneaster parneyi</i> (lactea)	4-6 ins.	flats	.05
<i>Lagunaria dogwood</i>	4-6 ins.	2 1/2-in.	.12
<i>Myrtus communis compacta (C)</i>	4-6 ins.	2 1/2-in.	.12
<i>Nandina domestica</i>	4-6 ins.	2 1/2-in.	.12
<i>Pinus radiata</i>	6-10 ins.	2 1/2-in.	.12
<i>Pittosporum undulatum</i>	6-8 ins.	2 1/2-in.	.12
<i>Seaforthia elegans</i> (Slender Palm)	4-6 ins.	2 1/2-in.	.12
<i>Sterculia diversifolia</i> (Bottle Tree)	4-6 ins.	2 1/2-in.	.12
<i>Veronica carnea</i> (Hebe carnea)	4-6 ins.	2 1/2-in.	.10

L. B. MERRICK NURSERIES
Box 269 Whittier, Calif.
Forms for classified ads close Monday—two weeks before date of issue. Don't miss an issue by sending copy late!

SUPPLIES

PROPAGATING KITS FOR GROWERS
Again available for propagating benches in the following units complete with soil thermometer, pilot lamp, all-glass thermometer and long-life HEATSUM CABLE, the product of 13 yrs. research in our greenhouses.
Unit Sq. Ft. Wattage Voltage Length & Price

Heated	No. units	Price
"A" 200	120 1—	60 ft. \$14.95
"B" 400	120 2—	60 ft. 18.85
"C" 600	120 3—	60 ft. 23.50
"D" 800	120 4—	60 ft. 27.65
"E" 1500	120 1—	500 ft. 32.70
"F" 3000	240 1—	1000 ft. 52.50

For Stainless Steel instead of glass soil thermometer with any of the above kits, add \$2.25.

Stainless Steel Soil Thermometer.....\$4.75

All units complete with soil thermometer.
L. N. ROBERTSON CO.
1539 East 103rd St. Seattle 55, Wash.

KNOCK-DOWN FLATS

Made from a good grade of Southern Yellow Pine, since Cypress is not available. Standard specifications, inside measurements.
16x12x2 1/2\$16.25 per 100
16x14x3 1/220.50 per 100
20x14x2 1/220.50 per 100
20x14x3 1/223.00 per 100
22"x15x2 1/222.00 per 100
22"x15x3 1/225.00 per 100
All other sizes quoted on request. Prices F.O.B. Birmingham.

We are manufacturers, not jobbers. Freight to any point is a small item per Flat. Our Flats are the best. Why pay more? Our quality guaranteed. Prompt shipment, any quantity. Attach check to order.
HIGHTOWER BOX & TANK CO.
Birmingham, Ala.

CANADIAN BALED PEAT.

Bales packed tight with long-lasting veneer on six sides, 12 or more bushels of quality peat moss to each bale. Suited to outside storage. Approximate weight, 100 lbs.

\$3.80 per bale, or \$3.65 per bale for 10 or more.

VERHALEN NURSERY CO.

1114 South Beckley
Dallas 8, Texas
Phone: Winfield 9876
Scottsville, Texas
Phone: Marshall 4876

FINE-SCREENED DOMESTIC PEAT.

Acid pH 4-8. Some Nitrogen.
Our peat is excellent for lawns, cold-frames, perennial seedbeds and preparing soil for evergreen and shrubbery plantings.
Per 2-bu. bag
1 to 4 bags.....\$2.00
5 to 24 bags.....1.00
25 to 49 bags......95
50 to 100 bags......90
Write for price on bulk cartons. We ship same day order is received. Order early. Cash, please.

HAASE BROS.
2516 California Ave. Peoria, Ill. P. O. Box 386

IMPORTED CHINESE TONKIN CANES

Strong—smooth—long-lasting.
The best Bamboo plant stake.
Contents Price
per bale per bale
4 ft., 5/8 to 3/4-in. dia.....500 \$21.50
5 ft., 5/8 to 3/4-in. dia.....500 28.50
5 ft., 3/4 to 1-in. dia.....250 14.50
6 ft., 3/4 to 1-in. dia.....250 16.75
P.O.B. New York Box 8. Bale lots only.
Quantity discounts: 10 bales up, less 5%; 25 bales up, less 7 1/2%. Write for discounts on larger orders.

McHUTCHISON & CO.
95 Chambers St. New York 7, N. Y.

NOW IS THE TIME.

Build new low-cost shade houses, or replace your old worn-out lath or slat houses with BRAND-NEW LOW-COST Heavy Steel Wire Camouflage Netting. Write for descriptive folder and prices to cover any amount of this material you may need from one roll to carlot shipments.
H. M. OWEN or E. A. FARLEY
P. O. Box 946 3333 Gentilly Blvd.
Columbus, Miss. New Orleans, La.

BURLAST.

A burlap preservative for use on B&B nursery stock for salesyards. Saves expense of reburial when selling, delivers plants in better condition. Developed in our nursery for the nursery business. Write for prices and information. Mfg. by:

HILL'S NURSERY
P. O. Box 43 Victoria, Tex.

MINNESOTA WHITE CEDAR FLATS.
12x16x2 1/2\$18.25 per 100
14x20x2 1/222.00 per 100
14x20x3 1/225.00 per 100
Other sizes quoted on request. Also crating and other lumber, Aspen and Pine. F.O.B. Cook, Minn. Attach check.

H. C. HILL & SONS, Cook, Minn.

GIBRALTAIR Frost Covers pay for themselves. Economical, long-lasting, ideal for windbreaks. 6 ft. wide; 50 ft., \$13.75; 100 ft., \$26.00; 150 ft., \$39.00. **NEW AMSTERDAM IMPORT, 122 Chambers St., New York 7, N.Y.**

PEAT MOSS

Highest-quality acid sphagnum peat moss weighing about 8 lbs. per loose bushel, 120-lb. hydraulic-compressed bales, \$3.25 each; 10 or more bales, \$3.00. Large burlap half-bale bags, \$1.60 each; 10 or more, \$1.50 each.
COLBY PIONEER PEAT CO., INC.
Hanlontown, Iowa

WISCONSIN'S QUALITY SPHAGNUM MOSS

Clean, long-fibered, solidly packed in burlapped or wired bales of standard size, direct from drying beds. None better.

Trucked when feasible.
WARRENS MOSS CO., Box 7, Warrens, Wis.

HIGH NITROGEN HORTICULTURAL PEAT
Unexcelled for soil-improving work. Used by leading growers for a quarter century. One 3-bushel bag, \$1.25; 10 bags, \$1.15; 25 bags or more, \$1.00.

COLBY PIONEER PEAT CO., INC.
Hanlontown, Iowa

HIGH-GRADE SPHAGNUM MOSS

Clean, fresh stock from the 1948 crop. Burlapped or wire-bound bales of standard size and weight. Write for prices on carlots or less.

HERBERT JENSEN, CITY POINT, WIS.

SEED STORE FIXTURES

Bins, Cabinets.

WALKERBILT WOODWORK, INC.

Penn Yan, N. Y.

FOR SALE — "Muleflifer," Mead Screw Products' new rotary-type cultivator. Like new, 18 ins. wide, 5 forward speeds. Wisconsin engine. \$275.00 BERRYHILL NURSERY CO., P. O. Box 696, Springfield, Ohio.

PRINTING — Letterheads, Billheads, Statements, Cards, Envelopes, Tags, Blotters, Folders. Samples sent.

J. GARLAND HILL, Dept. A, Seaford, Del.

WANTED

WANTED — Peony seeds, fall delivery. Seeds of leguminous shrubs as brooms, salt trees and others. Write what you have.
A. C. McLEAN, Melfa, Va.

CULTIVATION AND FROST.

The past spring frosts occurred on the Del-Mar-Va peninsula on six successive week-ends beginning at Easter. G. Hale Harrison, Berlin, Md., reports that observations of plantings have led to the belief that those cultivated during the weeks when frosts occurred have suffered, while those not cultivated until after the period came through unharmed. In this case, procrastination paid off. Nurserymen may not reproach themselves so much hereafter if they are dilatory in beginning cultivation in spring.

Mr. Harrison reports that tests indicate that orchards which received clean cultivation going into the winter may fare better than those where cover crops or sod was planted. The poorer the stand of cover crop, the better the trees fared. Perhaps competition for nourishment from the soil in late autumn had some effect upon the tree growth.

CORRECTION.

It was incorrectly stated in the obituary of William A. Weber, which appeared in the June 15 issue of the American Nurseryman, that Mr. Weber was vice-president of the Western Association of Nurserymen at the time of his death.

Mr. Weber was elected president of that association at its meeting at Kansas City, Mo., in January. He had previously served as vice-president.

SUCCESSFUL ADVERTISING.

[Continued from page 14.]

other for greatest success; do not deviate.

As an advertising man I can tell you some things I know about other businesses with regard to advertising success and a few things I believe about your business.

If you cannot afford to spend much money in advertising, spend most of it on old customers if you want the maximum dollar sales returns. They will probably repurchase more from you per 1000 names than any new group.

If you want to push your business into higher volume fields, if you have the capital and can afford to take the risk, reach out into this new market group I described above. It is worth cultivating, and even if the immediate return per dollar of advertising may not be as productive as concentrating upon old customers, the ultimate return will pay.

If you have a small appropriation, concentrate in a relatively few media; do not spread your advertising so thinly that none of it is effective. Specifically, if you are going to use printed material and know the power of the printed post card, use this medium intelligently. It might pay you dividends to dress the cards up with color and illustrations rather than running a cheap printing job in order to save money to try in another medium. In short, I believe that attractive and well illustrated advertisements will pay dividends in your business.

Direct mail, rifle shots aimed right at the target, is a splendid vehicle to carry your message directly to known homeowners. Penny post cards need not cost much more than \$15 per 1000. Taking Massachusetts as an example, suppose you do have difficulty in securing the proper names for such a mailing. If you mailed a card to every householder at Milton, only one-third of them would go to nonowners. Thus, your effective circulation would cost only \$20 per 1000. The same distribution is approximately true for Wellesley, Winchester and Lexington, for homeownership in these towns is around sixty-three per cent of the total number of houses.

You will be sure to have your messages reach owner occupants at Belmont, Arlington, Concord, Dedham and Melrose, for more than one-half of the total homes in these towns are occupied by their owners.

Therefore, you should not allow the fact that you do not know how to secure the names of homeowners prevent you from trying to acquire

this big business which few of you reach, for in every town mentioned above, even if you wasted half of the printed material, your effective circulation would cost only \$30 per 1000.

You may go a step further and have your printed pieces delivered from door to door for as little as \$7.50 to \$10 per 1000. In this way you may concentrate on only the better homes in the town.

You may have the real-estate guide list available for mailing to new occupants, or you may make arrangements with moving men to supply names or secure them from the recorder of deeds. It can be done.

To build a large cash-and-carry business you need a large circulation, which you may secure by using radio or newspaper advertising or your own expanded direct-mail program. I favor the newspaper, especially those which carry editorial support, over radio advertising. You have a known circulation each time, you contact the same people and you reach many homeowners.

A large circulation is necessary because there is an inevitable shrinkage. Only twenty-five per cent of the total circulation may even turn to the garden page to read it. Of this number only two per cent may read your advertisement through. If these figures are correct, it means a 300,000 circulation shrinks to 1,500 potential readers for you. You can see why I suggest that you avoid most small circulation media, except those which are of unusual horticultural interest to a relatively select group. Otherwise, you simply cannot expect much to happen.

If even two per cent of those 1,500 persons who read my advertisement ordered, I could make a profit on the thirty orders or come close to breaking even. If the quality of these orders is such that I receive some multiple orders, some larger than average orders, the venture becomes quite successful. My advice to any advertiser is to buy a circulation or coverage large enough to allow for the great shrinkage that is bound to occur. Do not expect too much to happen, for mathematically it is not in the formula.

When you find a combination that works, try it elsewhere. Suppose you advertised 2-year-old rosebushes for \$1.50 and the advertisement pulled, as we say in advertising. Do not experiment; run the advertisement as quickly as possible in another medium of similar circulation. If it was a post card that worked well at Wellesley, Mass., extend it to Dedham, Belmont and Lexington. If it still pulled,

push it on to other similar communities, without changing anything about it. It is too difficult to discover a winner not to take advantage of it when you have found one. In the same way, if you have something that is a dud, do not try to prove that it should have worked. Do not extend it. Forget it, unless you make some radical changes. The chances are that if it does not work in one place it will not work in another locality.

In selecting merchandise to feature, do not try to promote something you want to sell. Push those items which customers want to buy. You will get farther, faster. A lot of people burden advertising with clearing the slow-moving items, the mistakes, the things they want to get rid of. My advice is not to do this, for in most cases the mistake costs more this way.

Do not spend much money advertising cut prices. If you wish to throw profits away in price cutting, do not make it more costly for yourself by paying for the advertising, too.

You can realize more money for items people have confidence in, provided you ask for it openly and honestly in your advertising and explain what you are giving them. Sell quality; it is easier to sell than price.

Do not use too many Latin names in broad circulation advertising, unless you put them in parentheses under the common English name. I have checked thousands of flower seed boxes during summer vacations when I was working on the road for the Mandeville & King Seed Co. and have observed how readily people buy zinnias, petunias and asters. I do not know their botanical names, but I know that people in general know them by their simple names.

Do not waste your advertising money on static programs such as yearbooks and souvenir editions, unless you have a donation fund and can justify it on this basis. Use only dynamic media for the major part of your expenditure.

Endeavor to secure more traffic around your cash-and-carry sales space. Several years ago a high-class merchant on Beacon street told me that he sold ninety-five per cent of all the people who entered his store. He imagined that I should be impressed, but I was not. I knew that when people came to him they were determined to buy. I believed that if we could multiply his store traffic by five and we sold only fifty per cent of them, we should greatly increase his sales. We did. You can use the same principle. If you cannot induce people to come out to purchase a \$2 plant, you might be able to persuade them to come and see a prize-winning

WANT ADS

Help and Situation Wanted and For Sale advertisements.

Display: \$3.00 per inch, each insertion.

Lines: 25¢ line; minimum order \$2.00

FOR SALE

A working interest in a 75-year-old nursery and landscape business. Location, next door to one of Wisconsin's largest cities. A younger man is needed, one experienced in nursery and landscape work, one able to buy a substantial share of the stock owned by two partners. There is a big demand for nursery stock of all kinds and particularly for landscape work in this territory. We inventory only high-grade merchandise most in demand. There are 25 acres of good land, large winter storage warehouses, Skinner sprinkler systems, a big spring cash-and-carry trade and planting work right through to December 1 of each year. Sales volume of \$60,000.00 can be increased by a little extra push and promotion. Best of reasons for selling an equity.

THE HAWKS NURSERY CO.
Wauwatosa, Wis.

A. C. Hanson
See me about this at the convention.

FOR SALE

About 15 acres of general nursery stock, evergreens and shade trees. Doing large retail business and custom spraying. Little competition. Established 25 years. Stock and business, \$22,000.00. Will give long-time lease of land and modern house or will sell. Rent per month, \$75.00. Possession at once. Owner retiring. 35 miles west of Chicago. Box 118, Route 1, St. Charles, Ill.

FOR SALE

Good paying, well established retail and landscape nursery. Complete in every way. Good land, buildings, inventory and equipment. Owner wishes to retire, but will stay on to help new owner get started. This is worth investigating.
J. H. KRAUSE
R. D. No. 2 Aurora, Ill.

FOR SALE

Nursery located on main street in Miami, Fla., area. 1947 net profit more than \$20,000.00. Profit for first 5 months of this year \$14,500.00 with better prospects for latter part of year during our big season. Completely and modernly equipped. Price, about \$110,000.00 including \$10,000.00 in good accounts receivable. Will take in trade nursery in New York city area. Address Box 569, care of American Nurseryman.

WANTED TO BUY

Nursery or Landscape business.
South only.

Give details in first letter.

Address Box 568, care of
American Nurseryman.

HELP WANTED

Wide-awake salesman for nursery located on outskirts of Richmond, Va. Must know how to draw landscape plans and be familiar with landscape material. Must be energetic and thorough. Give details of training, experience, age, references and when available.

Address Secretary, P. O. Box 6-D, Richmond, Va.

SITUATION WANTED

Salesman, wholesale, desires to represent competent grower of finished or lining-out stock. Territory to consist primarily of north central states. Remuneration on straight commission basis. Best of references. Address Box 567, care of American Nurseryman.

SITUATION WANTED—Married Dutch nurseryman, age 36, wants employment at an American nursery. 23 years' experience in propagation. Reply PLANTEX, Boskoop, Holland.

FOR SALE—Nursery, 20 acres, 7 mi. from Minneapolis, \$14,000.00. Write owner, Box 342, Route 1, Hopkins, Minn.

planting for a \$10,000 home. Might they not come to see the \$10.98 packaged rock garden display? I believe you can increase the traffic greatly by some such device and that the properly merchandised impulse items could be sold in considerable volume. It is worth a trial.

A lot may happen when you bring the right people in contact with the right merchandise. I know because I once sold trees, shrubs and other plants from door to door. I did not know one species from another. Of course, when you bring your prospects into contact with the actual merchandise, it is far more powerful.

By the way, do you ever secure the names or automobile license numbers of people who purchase cash-and-carry stock from you? They

should prove to be good prospects for more sales later.

Before concluding this talk I wish to mention landscaping, the volume business. Even with the loss of the large estates there are plenty of new homes to be planted and old homes to be replanted. New community pride in landscaping industrial factories has been fostered, and plantings to beautify municipalities are being undertaken. A bigger risk and a bigger reward lie in this field, but promotion requires a long-range plan.

A nurseryman told me once that he mailed out 5,000 booklets on landscaping service and only received two replies. That is not startling. Let us go back to the figures. Suppose a person considers landscaping only

The NEW Triple-Action

CLOVERSET CLOTRACIDE

REG. U. S. PAT. OFF.

COMPLETE ROSE SPRAY POWDER



40% DISCOUNT

AVAILABLE IN 3 POPULAR SIZES

F. O. B. KANSAS CITY

\$0.75 size costs \$0.45—or—\$5.40 per case, sells for \$9.00.
\$0.75 size makes 5 gallons of rose spray.

\$1.25 size costs \$0.75—or—\$9.00 per case, sells for \$15.00.
\$1.25 size makes 10 gallons of rose spray.

\$2.00 size costs \$1.20—or—\$14.40 per case, sells for \$24.00.
\$2.00 size makes 20 gallons of rose spray.

Packed 1 dozen packages to a case.

FULL INSTRUCTIONS ON EACH PACKAGE.

SAMPLE! Send 50c for 75c size package to cover packing and mailing.

WHOLESALE! Inquiries Invited.

Now containing **CLORINATED CAMPHENE**

The New CLOTRACIDE contains all necessary chemicals for control of Black Spot, Mildew and other fungus diseases, leaf-eating worms and insects, aphids and sucking insects. A complete product . . . add nothing but water. *Sell Clotracide to every rose customer for Extra Profits. ORDER YOUR SUPPLY NOW.*

• **CONVENIENT TO USE**

• **EFFECTIVE IN RESULTS**

• **ECONOMICAL IN PRICE**

CLOVERSET FLOWER FARM

ERNEST HAYSLE & SON

105th Street and Broadway, Kansas City 5, Mo.

once in ten years. That means he will not come into the market for 120 months, or 6,240 weeks. If I wanted to make sure that I should have a prospect near at hand just when he became ready to buy, I should have to contact him regularly during this 6,240-week period. Looking at it another way, in any one week the likelihood for any one of the 5,000 prospects to be in the market for a landscaping job is small. Mathematically, I have no right to expect more than one customer, if they were properly spread out.

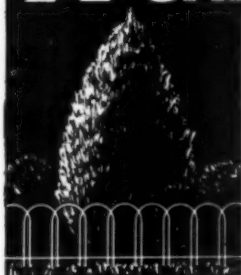
If this reasoning is correct, one must plan a fairly long campaign, keeping in contact with the prospect until he is ready to consider landscaping service. The problem is to see that you are carefully considered and receive a chance to tell your full story with the best sales piece you can afford when the time comes.

Selling landscaping service requires a long pull, a sustained program. You cannot win by spending too much all at once.

One more thought, gained from watching other seasonal businesses; accept the fact that yours is a seasonal business and do not attempt to change the over-all pattern for this type of merchandise. Price cutting will not accomplish it, and a large

PROTECT Your Evergreens, Shrubbery, Flowers and Lawn

E-Z-GARDS



Ornamental design adds to beauty of yard or garden

Self Supporting—No Stakes or Posts!
Easy to set up and just as easy to remove.

Use them year after year. Durable metal units 20 inches long. Height can be varied from 12 to 15 inches. Nothing like them on the market. Dealers' cost for Lawn Green or Aluminum finish is 34c per unit in dozen lots, and 31c per unit in gross lots, F.O.B. factory. Shipping weight, about 1 pound per unit. Send check or money order with order, please. Set your own selling price.

**BROADWAY MACHINE
& MANUFACTURING CO.**
Shelbyville Indiana



TWINE...

ROPE...

TWIST-EMS

Large Stocks

J. E. *Fricke* CO.

40 N. Front Street
Philadelphia 6, Pa.



GOODRICH RUBBER BUDDING STRIPS

Prewar quality.

Made from natural rubber.

Eleven sizes available.

Immediate or later delivery.

Samples and prices on request.

WILLIS NURSERY CO.
Ottawa, Kansas

advertising expenditure will not change human nature. It is far better to add additional merchandise that sells well in your slack season. It will be helpful if the items you select appeal to people of the same type and quality who will later buy nursery products. I am sure that there are many items you may sell profitably during your off months when you cannot sell nursery products. Many times you can build up a wonderful mailing list from these purchasers of your off-season merchandise.

Remember that the goal is an annual profit, not a monthly one necessarily. I have had a great deal of experience in retail stores where you exist all year just waiting for the Christmas holiday trade to bring you into black ink.

I have neither the experience nor the time to delve deeply into all the advertising problems of everyone here. I doubt if I have solved all of the problems of even one person. I have attempted to be a catalytic agent, to start a chain reaction of thoughts along certain lines. I wished to show you that new and unlimited opportunities are afforded you as a result of a combination of conditions and that advertising, like electricity, may be a powerful working force or it may electrocute, if used improperly. There are merchandising devices worth trying in your field, such as exhibits, shows and displays, to which you merely invite people.

Most of all, there is more business available for everyone, but in 1948, the lion's share will go to the most aggressive sellers.

REVISE QUARANTINE FOR WHITE-FRINGED BEETLE.

A revision of the federal quarantine for and the regulations governing the movement of white-fringed beetles and their carriers was made effective May 26 primarily for the purpose of quarantining the state of South Carolina.

Last year the state of Georgia was placed under quarantine for white-fringed beetles, but as only one infestation of the pest had been found in South Carolina at that time, in a restricted plot of nursery stock located at Columbia, and because measures were applied to prevent the spread of the infestation, it was thought unnecessary to place South Carolina under quarantine. However, during the summer of 1947 additional infestations were found in Richland and Fairfield counties in South Carolina.

Seven states are now included in this quarantine — namely, Alabama,

DIG 2 HOLES A MINUTE

—WITH—

ROPER HOLE DIGGERS

Planting and transplanting time is cut way down when you use a Roper high-speed hole digger. Installed easily by one man in a few minutes. Safe, fast and efficient in all soil types. Adjustable so that holes may be dug straight down even on rolling land.

Priced low at Jeep dealers, some implement dealers or DIRECT FROM THE FACTORY!

ORDER NOW!

IMMEDIATE DELIVERY!

SEND FOR DETAILS!

ROPER MANUFACTURING CO., WALNUT DR., ZANESVILLE, OHIO



Pictured above is the Regular Roper model especially recommended for nursery work.

Interchangeable blades to dig 8", 10", 12", 14", 18" or 24" dia. holes. Digs up to 30" deep.

Other models with interchangeable, continuous flight augers and replaceable cutting edges available to dig up to 14-in. dia. holes up to 42 ins. deep.

Roper models fit all tractors equipped with hydraulic lifts including Ford, Ferguson, International, Allis Chalmers, John Deere, Case Vac and Willys Farm Jeep.

Dozens of Nurserymen now using Roper Diggers report great labor savings and complete satisfaction.

NOW TRY PARAGON SPRAYER No. 3 in Your Nursery, Orchard and Propagating Beds.

Ten days' trial will convince you that Paragon Sprayer No. 3 will do your spraying and whitewashing better, faster and easier or it will cost you nothing. Oversize air chamber maintains higher pressure—more uniform spray. Longer pipes and hose reach greater area from one position. Compact truck stands steady on uneven ground; can't jam in narrow places; extra-wide metal wheel rims prevent cutting into turf. Continuous agitation keeps solution from settling in container or clogging strainer and nozzles. Equally effective with any spray, insecticide, disinfectant or water paint anywhere, any time.

Complete with pipes, hose and nozzles, \$29.95. Air gauge, \$2.60 extra. 12-gallon capacity. One-wheel truck if specified.

If your dealer does not handle Paragon Sprayer No. 3 check the coupon and mail direct to us.



THE CAMPBELL-HAUSFELD COMPANY, 503 State Avenue, Harrison, Ohio

☐ Enclosed find order

☐ Send complete details

Name _____ Street _____

Post Office _____ State _____

Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. Parts of two counties in South Carolina are now included in the regulated areas, and the regulated areas in other states have been extended to include parts of one new county in Alabama, two in Florida, thirteen in Georgia and one in Mississippi. Minor additions to the regulated counties have also been made in Alabama, Florida, Georgia and Mississippi. No changes have been made for Louisiana or North Carolina in the new revision.

White-fringed beetles, nursery

stock, other plants or plant products and soil may not be shipped or otherwise moved from any of these quarantine states and regulated areas into or through any other state other than in accordance with rules and regulations specified in the formal notice of quarantine issued by the bureau of entomology and plant quarantine of the United States Department of Agriculture.

MARK H. HILL, Berkeley Springs, W. Va., is planning to start a small nursery and greenhouse for local trade.

COVER ILLUSTRATION.

Cornus Rugosa.

One of the dogwoods that is seldom used is the roundleaf dogwood, *Cornus rugosa*. An upright-spreading shrub reaching a height at maturity of eight to ten feet, it is native to the territory which extends from Nova Scotia to Manitoba and south to Virginia, Illinois and Iowa.

The roundleaf dogwood is usually classified as one of the red-stemmed dogwoods. However, this classification is somewhat erroneous since the purplish-red color is limited mostly to the older stems. The young stems are greenish and are spotted or blotched with purple. This characteristic may be used to distinguish the plant from the other species of dogwoods. It is probably the least effective and useful of the shrubby group of dogwoods.

Another characteristic that may be used to identify this species is the fact that the leaves are more circular or suborbicular than those of most species, with deeply set veins or a rugose condition. The leaves are medium to dark green above and pale green below and are noticeably hairy.

The flowers are produced sparingly in June and are not particularly outstanding. The fruits are light blue or whitish.

The roundleaf dogwood, like most of the shrubby dogwoods, is not exacting in its cultural requirements, but is adaptable to a wide range of soil conditions, particularly with regard to wet situations. It frequently suffers under drought conditions. It is best in sun or semishade. The roundleaf dogwood requires considerable pruning to retain an attractive condition. Propagation is usually by hardwood cuttings.

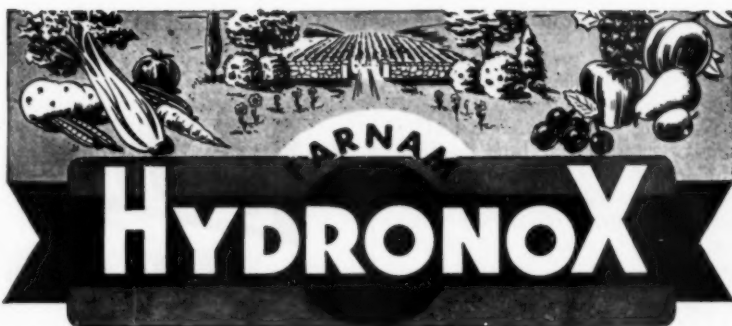
Other species of dogwoods are generally used in preference to the roundleaf dogwood, which is chiefly confined to border or mass plantings.

L. C. C.

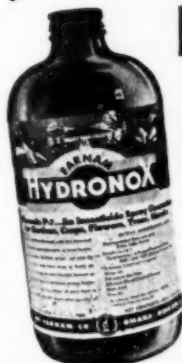
DELPHINIUM OFFICERS.

The new officers of the American Delphinium Society for the coming year are: President, Carl Grant Wilson, Cleveland, O.; honorary president, Edward Steichen, Ridgefield, Conn.; eastern vice-president, Mrs. Gertrude W. Phillips, Swampscott, Mass.; treasurer, Charles A. Prochaska, Chagrin Falls, O., and secretary, Don H. Schwartz, 1049 Eastland avenue, Akron 5, O.

THE new post-office address of the Fulmer Evergreen Nursery, Tarentum, Pa., is R. D. 3, Box 16.



For POSITIVE Safe CONTROL of PLANT-PESTS!



Entirely new principle in plant-pest control! Not a deadly poison, yet this powerful, liquid concentrate kills plant-pests on contact at dilutions up to 1 to 800. Amazing new Hydronox formula, based on U. S. Patented Process, kills cold-blooded plant-pests with double paralytic action; yet is SAFE (non-toxic) to warm-blooded humans and livestock. Highly repellent! Gives lightning-fast knockdown. Has long-lasting, residual toxicity to a wide variety of plant-pests.

Recommended for Flowers, Plants, Vegetable Gardens, Trees, Shrubs, Lawns, Orchards and Vineyards, also certain "crop pests" on the farm.

SAFE to use on edible crops, fruits, vegetables. Won't harm the most delicate plants. Won't affect genetics.

EASY to apply! Goes on evenly. Spreads, wets thoroughly, penetrates. No soap, spreader or wetting agent needed.

ECONOMICAL... Dilutes up to 1 to 800. Makes finished spray as low as 2¢ a gallon. Compatible with a wide range of fungicides.

MAIL TODAY for "Dealer Proposition"

The Farnam Company
Omaha 3, Nebraska

Dept. 410

Send Free of Charge your "Plant-Pest Control Guide" and "Dealer Proposition" on Hydronox.

Name.....

Address.....

City.....State.....

DEALERS!

Write for profitable "Dealer Proposition" on nationally advertised Hydronox. Plenty of Sales Helps furnished.

Plant-Pest Control Guide FREE!



THE BYERS SEEDER U. S. Pat. 2076702

It Seeds

as

It Rakes

as

It Rolls

In One Operation

P. L. BYERS, CLYDE, O.

RUBBER BUDDING STRIPS

Gauge	Width	Length	10 to 50 lbs. Per lb.	50 to 100 lbs. Per lb.	100 lbs. and up Per lb.
.010	3/16-in.	4 ins.	\$1.60	\$1.40	\$1.30
.020	3/16-in.	4 ins.	1.40	1.30	1.10

WAYNESBORO NURSERIES

WAYNESBORO, VA.

HIKE TRACTOR PRICES.

Because of increased production costs the prices of its wheel-type tractors have been raised an average of ten per cent, the International Harvester Co. announced June 7. This is the second time the company has boosted prices since March, 1947, when it announced reductions "sufficient to save customers \$20,000,000 a year."

The new increases, which became effective June 3, range from 2.5 to 14.8 per cent on various models in the company's line. They are among the first general increases on products of key industries since the most recent round of wage hikes began. However, officials of International Harvester Co. said that the new prices reflect only production increases that already have occurred, not those that may occur in the future.

CATALOGS RECEIVED.

Bulk & Co., Boskoop, Holland.—Wholesale trade catalog of trees, shrubs, flowers and fruit stocks, 60 pages and cover, $5\frac{1}{2} \times 8\frac{3}{4}$ inches.

Herbst Bros., New York, N. Y.—Wholesale list of tree, shrub, perennial, annual and grass seeds, 32 pages, 4×9 inches.

Mount Arbor Nurseries, Shenandoah, Ia.—Wholesale trade list of dormant stock in cold storage, including trees, shrubs, roses, perennials and fruit trees, 32 pages, 6×9 inches.

Maurice C. Ravensberg, Boskoop, Holland.—Wholesale catalog of deciduous and evergreen trees and shrubs, bulbs, roses, fruit trees, fruit tree stocks and hardy plants, 52 pages and cover, $6\frac{1}{4} \times 9\frac{1}{2}$ inches.

Verhalen Nursery Co., Scottsville, Tex.—6-page folder of container-grown and lining-out stock for summer, $3\frac{3}{4} \times 8\frac{3}{8}$ inches folded.

C. F. Wassenberg, Van Wert, O.—Wholesale trade list of irises, poppies, peonies and hemerocallises, 28 pages, $5 \times 8\frac{3}{4}$ inches.

Willis Nursery Co., Ottawa, Kan.—Wholesale price list of Dutch bulbs for fall, 8 pages, $5\frac{1}{2} \times 8\frac{3}{8}$ inches.

ALABAMA MEETING.

[Continued from page 12.]

landscape architecture in the school and the professional curriculum in landscape architecture offered by the department, which conforms in scope to that prescribed by the American Society of Landscape Architects.

In the afternoon the nurserymen were shown the movie, "A Year at the Nursery," produced by Mount Arbor Nurseries, Shenandoah, Ia., with a commentary by R. O. Blackwell, Jr., of Blackwell Nurseries, Inc., Semmes.

Henry H. Chase, Chase Nursery Co., Chase, chairman of the employee

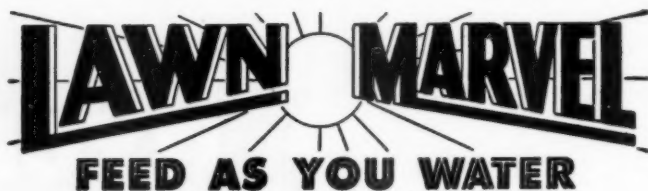
insurance committee, stated that the committee believed that the members of the association would benefit from an association plan for employee insurance, which would insure better labor relations and less labor turnover. The plan was adopted by the group.

A. A. N. Chapter Meeting.

After a question hour, John B. Wight, Wight Nurseries, Cairo, Ga., executive committeeman of the American Association of Nurserymen, presented "The A. A. N. Pro-

gram of Progress." Mr. Wight stressed that the A. A. N. is the only national organization representing the nursery industry as a whole and pointed out some of the notable accomplishments of the A. A. N. in aiding the trade, which were reported in the May 15, 1948, issue of the American Nurseryman. Tom Dodd, Sr., Tom Dodd Nurseries, Semmes, emphasized the importance of the A. A. N. to all nurserymen. John Fraser, Huntsville Wholesale Nurseries, Inc., Huntsville, stated that the news-letter alone is worth the dues

A WORD ABOUT



For
Healthy Trees
Velvety Lawns
Beautiful Evergreens

LAWN MARVEL is a scientifically compounded formula designed to give the best results to your trees, shrubs and lawns throughout the growing season. The nutrients your plants require are contained in LAWN MARVEL in what is considered by foremost horticultural authorities to be the proper proportions to sustain and nurture plants properly.

Use it yourself; sell it to your customers; write for prices.

PLANT MARVEL LABORATORIES

12050 PARNELL AVE.

CHICAGO 28, ILL.

WE HAVE IMPORTED FOR OUR READERS

Accurate, authoritative guide to colors and color names. Only extensive color chart designed primarily for use in horticulture. Uniform standard by which color can be accurately measured and uniformly judged and described.

HORTICULTURAL COLOR CHARTS

Set of Two Volumes . . . \$12.00

Volume I—100 plates of 64 full hues, 26 tints, 10 shades.
Volume II—100 plates of 34 tints, 28 shades, 38 grayed hues.
Each set of 100 loose sheets in attractive, stout board case.

Each plate shows an accurate color reproduction of the full hue and three graduated tints of the full hue. In so far as possible, an example of a flower in each designated color is given. In addition, each page offers useful information relating to the series, such as equivalent color designations, brief history of each color term, synonymous terms in foreign languages.

Issued by the British Colour Council in collaboration with the Royal Horticultural Society.

AMERICAN NURSERYMAN

343 So. Dearborn St.

Chicago 4, Ill.

JULY 1, 1948

43

and that Alabama should have more than twelve member firms in the national association.

Officers elected for the Alabama chapter of the American Association of Nurserymen are John Fraser, Jr., Huntsville Wholesale Nurseries, Inc., Huntsville, president; Paul Guthrie, Tuscaloosa Nursery, Tuscaloosa, vice-president, and Tom Dodd, Jr., Tom Dodd Nurseries, Semmes, secretary-treasurer. Henry Homer Chase, Chase Nursery Co., Chase; Marvin Barton, Barton Nursery, Birmingham, and Tom Dodd, Jr., are delegates, and C. E. Stephens, Semmes Nurseries, Crichton; Howard Sparkman, Alabama Nursery & Landscape Co., Chase, and O. W. Fraser, Fraser Nurseries, Inc., Birmingham, were appointed alternate delegates.

Trade Exhibits.

With the excellent cooperation of local nurserymen and florists Arthur C. Haertel, Haertel's Flowers, Mobile, and his committee staged an unusually fine group of exhibits and decorations in the hotel lobby, on the mezzanine floor and in the meeting rooms. Trade exhibits of twelve firms were interspersed with floral decorations to form a pleasing atmosphere for registration and for discussion groups.

Exhibits were presented by the following firms: J. C. Van Lierop, Fort Myers, Fla.; New Orleans Wholesale Florists & Supply Co., New Orleans, La.; Blackwell Nurseries, Inc., Semmes, Ala.; Norman Cox & Co., Fort Myers, Fla.; Globe Brass & Copper Co., Pasadena, Calif.; National Sales Co., Cleveland, O.; Cooper's Farm, Sebring, Fla.; Crawford & Reed, Wholesale Florists, New Orleans, La.; Lord & Burnham, Irvington, N. Y.; Premier Peat Moss Corp., New York, N. Y.; Rosemont Gardens, Montgomery, Ala.; Swift & Co., Chicago, Ill.

SPRING REPORTS.

[Continued from page 13.]

hampered field work. He writes as follows:

"We have had a good season this year, although the supply of stock in ornamental items was short. The sale of fruit trees and fruit tree seedlings was off somewhat from the past four or five years, but we cannot complain of the small amount we had left unsold. We completed our shipping season about March 15 and had a good winter so far as weather, help supply and shipping problems were concerned. We really had no troubles to contend with other than trying to do about seventy-five per cent of our

WHY THERE ARE 3 HORMODIN POWDERS

Experienced florists who propagate everything from chrysanthemums to evergreens, realize that *no single-strength root-inducing powder can propagate efficiently over so broad a range*. That is why Hormodin Powder has been developed in *three* strengths to parallel the range of hormones in nature:

HORMODIN POWDER No. 1

The general-purpose powder—designed to root carnations, roses, and many other house, garden, and greenhouse plants.

HORMODIN POWDER No. 2

For propagating many woody and semi-woody types.

HORMODIN POWDER No. 3

For propagating many evergreens and dormant leafless cuttings.

THE TREATMENT

The treatment is simple. Moistened stems are dipped into Hormodin Powder, then placed in the usual propagating medium.

THE COST

The cost is small. For example: the one-pound tin of Hormodin Powder No. 1 (the general-purpose powder) costs only \$3.00. It is estimated that each ounce will treat about 2,500 cuttings of average size.

THE RESULTS



Booklet on request

Be sure to ask your dealer for the
HORMODIN POWDERS
Best suited for your purpose

MERCK & CO., Inc. Manufacturing Chemists RAHWAY, N. J.

a complete stock of nursery twines ★
GEO. B. CARPENTER & Co.
440 NO. WELLS STREET • CHICAGO 54
"SINCE 1840"
and all of the best

Need we say more? It has always been our aim, and always will be, to supply the required needs with the best twines the market has to offer.

Those YELLOWING LEAVES may turn GREEN IF YOU SPRAY THEM WITH

For chlorosis due to Iron deficiency.

Does not contain Iron sulphate.



4-oz. jar\$1.25
(Makes 1½ gals.)

1-lb. jar\$3.00
(Makes 6 gals.)

SCHUYLKILL CHEMICAL COMPANY Dept. J 2346 Sedgley Ave. Philadelphia 32, Pa.

shipping in a period of about thirty days.

"Our spring work was greatly affected by adverse weather conditions, and we had the wettest and coldest April in many years. It was difficult to do any of the necessary field work, and we have had real spring for only the past three days. We do not believe any of the nurserymen have experienced too serious losses because of the wet weather, but it is possible that the season's growth may be curtailed as a result of the late arrival of the warm sunshine. We have made about the normal planting this spring, although most of the planting will be for salable materials two or three years hence.

"We think there will again be a shortage of ornamental nursery stock next year, but that there will be plenty of fruit trees for everyone. While growing costs will increase slightly, which would curtail any reductions in price, we still have not increased prices, since with the increased freight rates we feel that the grower will have to absorb these increased freight rates by leaving prices as they were last year.

"Sales by the retail nurserymen in this area have probably been curtailed by the adverse weather this spring, but we have not heard any of them complaining too much."

Excessive Taxes.

Andrew W. Sherwood, Sherwood Nursery Co., Portland, Ore., reports that orders were filled despite the heavy rains, but that the biggest problem in Oregon is excessive taxes. He writes:

"We have just finished the wettest nursery season on record. The rains set in last October, and only in the last few days of May was the soil dry enough to till to advantage. Not wishing to get behind in filling our orders, we put on tin suits and did the job. Evergreens were balled in a downpour of rain, and the hole from which the plant was lifted was half full of water before the next one could be balled. We grew moss on our backs and webs on our feet, but we kept at it and managed to ship most of our orders on time. This season was blessed in having a mild winter with no winter injury to stock. Wet winters are seldom severe in Oregon, most damage coming during those winters which are dry. We still have a great deal of lining out to do, but are anticipating a cool summer, which will be favorable for new planting. We are thankful that the shipping season is over.

HORTICULTURAL PEAT MOSS

98% ORGANIC Matter

WANTED—YOUR 1948 PEAT MOSS BUSINESS

Better equipped than ever to serve you. Fine dry or medium wet grades, packed in 100-pound bags, veneer crates or bulk cars. Samples, analysis and rates furnished on request.

GET OUR PRICES BEFORE YOU BUY

GEORGIA PEAT MOSS CO., INC.

Lake Park, Ga.

RAFFIA

MADAGASCAR in A. A.
West coast and X. X. Superior

Also

**GOODRICH
BUDDING STRIPS**

Write for prices

THOMAS B. MEEHAN CO.
Dresher, Pa.

POULTRY MANURE

100 lbs., in 50-lb. bags, \$2.00; 500 lbs., in 50-lb. bags, \$9.00; 1000 lbs., in 50-lb. bags, \$16.00; 2000 lbs., in 50-lb. bags, \$25.00.

DIAMOND STATE EVERGREEN CO.
Milton, Del.

"Because we are moving to our improved location, it has been advisable to curtail production of specimen stock, and we have done little lining out for three seasons. Consequently, our balled and burlapped stock in some lines is greatly depleted. For the past three seasons, we have taken much of our choicest lining-out stock off the market and have reserved it for lining out on our new farm. What we are lining out in evergreens this season is approximately the equivalent of three years' plantings and will bring the production of specimen stock up to normal. However, with the exorbitant income taxes and surtaxes now in effect, we have no intention of producing more than enough for a fair living.

"The demand for evergreens is good and should remain good for

"GRO-QUICK" ELECTRIC SEED BED HEATER

BOTTOM HEAT CAN'T BE BEAT
For Early Plant Starting
For High Germination
For Fast Growth
For Rooting Cuttings



200 watt Junior Cable for 20 sq. ft.	\$1.60
400 watt Senior Cable for 40 sq. ft.	3.20
Air Thermo with pilot light 1000 W.	3.75
Soil Thermostat with pilot light.	9.50
Special 220 volt Cable for 80 sq. ft.	6.40

WRITE TODAY
FOR EXPERIENCE REPORTS, PLANS.
Prepaid at prices shown. Immediate delivery.

**"GRO-QUICK" 366 W. Huron St.
Chicago 10, Ill.**

FRUIT PLATE BOOKS

Send for our offer of
Color Lithograph Plate Book.

B. F. CONIGISKY
202 Main St. Peoria, Ill.

several years. There is a shortage both in lining-out and specimen stock. Since seven years are required to produce the average finished evergreen, there will be no surplus of good material in the immediate future. However, we do expect the market to be flooded with cheap, easily produced evergreens. Conditions would indicate that a sane policy would be normal production of the better varieties. Prices are still going up, but are tapering off. We expect to raise our prices about ten per cent for the coming season. Express rates are so high that we shall find it advantageous to make many shipments by parcel post. We have no trouble in securing help and are paying the highest wages in the history of the nursery. We are paying steady help especially well, thus making it desir-

able for good men to stay with us season after season.

"The greatest hindrance to business in Oregon is excessive taxes. We believe this is not true of Oregon alone, but is general. There are men of means here who are sitting back and doing nothing rather than pay practically all the fruits of their labor into taxes. There are others who are operating at low capacity.

"The assessed evaluations of real estate are being constantly boosted, and we now have a withholding tax in Oregon extending to agriculture. This requires every employer with a pay roll of \$50 or more a month to take out one per cent of the wages of employees. The ruling applies to children, also, so that a farmer who employs grammar school or high school boys and girls to assist in weeding or picking fruit or to do any farm employment must take out one per cent of the wages paid. If a grammar school boy works on Saturday for \$3, the farmer must take out 3 cents.

"The fact that our people are becoming dissatisfied with this sort of thing was evidenced by the returns from an election here when a proposed sales tax was snowed under by a vote of about four to one.

"We have discussed this matter of taxation at length for the reason that it seems to be our major problem, even surpassing the problems involving weather, production, labor and marketing."

California Sales Good.

Harry E. Rosedale, president of the Monrovia Nursery Co., Monrovia, Calif., reports that spring business in southern California has been exceptionally good considering the drought experienced in that section of the country during the winter months:

"The highly satisfactory season may be attributed to the rains which came later, the increase in building and the cool weather which prolonged the buying season. The Monrovia Nursery Co. is highly optimistic of the future in the nursery business, because of conditions in this locale. Help is plentiful and is of good quality. No problems have been presented by railroad shipping, although the company has extended its own truck delivery service from San Francisco to San Diego.

"The supply of stock for next year should be greater than ever, as the present demand fully justifies a large increase in production. Prices will remain at about where they are today, since there will probably be no in-



AUTOMOTIVE TREE MOVER

It is not so much what we, the manufacturer, say about the good qualities of our Tree-moving Equipment as what our customers think and say about it. The firms listed below are a partial list of users of our Rocker Type Tree Mover. Shipment can be made very soon after order is received.

William Lawweret, Landscape Contractor, 43 Wisconsin St., Rochester 9, N. Y.
The Funk Tree Service, Jeromesville, O.
J. C. Bunch & Son, 33 and Hulman St., Terre Haute, Ind.
Puritas Nursery, 19201 Puritas Ave., Cleveland, O.
Liberty Nursery, Liberty, S. C.
Prudential Nursery, Kalamazoo, Mich.
Wolf Tree Experts, 1683 Fairmount Blvd., Knoxville, Tenn.
Chicago Park District, 425 E. 14 Blvd., Chicago 8, Ill.
Jones Ornamental Nursery, Hobbs Road, Nashville, Tenn.
B. L. Potter Nurseries, 2717 Fifth Ave., Livingston, W. Va.
Hillenmeyer Nurseries, Lexington, Ky.
City of Cedar Rapids, Ia.
Frank O. Anderson, Martin Rd. No. 8, Erie, Pa.
Joe N. Howell, Howell Ridge Rd., Knoxville 17, Tenn.
Wm. Jeffrey, Arborist, 305 S. Division, Knoxville, Ill.

B. F. Barr & Son Nurseries, R.F.D. 1, Lancaster, Pa.
C. O. Heyerdahl, Windsor, Conn.
Terrace Gardens Co., 4650 Tippecanoe Rd., Youngstown 7, O.
John Williams, 3650 Hermitage Rd., Richmond, Va.
Beuden Nurseries, 7617 Reading Rd., Cincinnati, O.
Laur Shade Tree Service, 8158 Toddy Ave., Overland Park, Mo.
Gordon A. Phelan, R.F.D. No. 3, Waterbury, Conn.
Marshall Nursery, Arlington, Neb.
Rundman-Fisher Co., P. O. Box 343, Chelsea, Mich.
Cal Ray Nursery Co., St. Matthews, Ky.
Forest City Tree Protection, 1884 Green Rd., South Euclid 21, O.
Baker Bros. Co., Fort Worth, Tex.
Simmons Nursery, 2612 Thomas Pl., Toledo 12, O.
The Stebenthaler Co., Stebenthaler Ave. and Catalpa Dr., Dayton, O.

WILLIAMS & HARVEY NURSERIES

Box 7068, Country Club Station

Kansas City 2, Mo.

TIMELY NECESSITIES for Prompt Shipment

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- REED MATS for coldframes
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Weights only 10 lbs. Works close on rows. Adjusts to operator's height. 9 1/2 in. bush wheel; 6-ft. Ash handle; steel blade; 18-in. blade shipped; other sizes 6-in. to 14-in.

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Excellent for beds, lath houses, greenhouses, sales grounds, etc. Rolls, 6 ft. wide by 75 ft. long. Consists of steel wool on welded wire fencing.

Prices F.O.B. Exmore, Va.

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Up to 25 rolls.....\$6.00
25 to 50 rolls.....5.50
50 to 100 rolls.....5.00
Special quotations on larger quantities.

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PRUNING KNIFE SPECIAL

No. 7308 Budding & Pruning Knife, 4 1/2" long, 3" blade, bone stag handle (Wt. 3 oz.). Best Quality. Other types. Ask for complete catalog No. 29.



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3858 E. Grand Blvd.,
Detroit, Mich.

\$3.85 Postpaid

IMMEDIATE DELIVERY.

crease in labor or production costs to make them rise."

Supply Short of Demand.

Henry Homer Chase, secretary-treasurer of the Chase Nursery Co., Chase, Ala., attributes the fact that business was below that of last year to the shortage of stock, caused by a drought last summer and fall. He writes:

"Our volume this season was about twenty per cent off, which we believe was caused by the severe drought we had last summer, lasting from July to December, which severely curtailed the growth on a good many items. We believe the demand was there to equal the good volume of the 1946-1947 season, but the merchandise just was not there to meet the demand.

"We have had a good planting season at the nursery and have taken advantage of it by planting our materials. We are pleased to report that stands, for the most part, look encouraging, although this general area is suffering somewhat from a protracted dry spell at the present moment. The firms north of us, in Tennessee particularly, are suffering from a lack of moisture, and if we do not receive some rain soon it might have some effect on the stands and growth here.

"Our costs continue to rise. Every product and supply that we use is continuing to increase in cost, and we see no chance for any general lowering of prices in the ornamental line.

"In regard to the winter injury of evergreens here, the only injury from frost came late this spring when lilacs were in bloom. We feared for a while that we had lost a large part of our current magnolia crop, but the temperature did not become cool enough to do any harm, although it did discolor the lilacs."

Low-priced Stock in Demand.

Commenting upon spring sales which surpassed those of last year, Albert L. Pallack, Pallack Bros. Nurseries, Inc., Harmony, Pa., reports a considerable demand for inexpensive items for foundation plantings. He writes:

"Orders lagged during the first part of 1948, but from mid-March to mid-May business equaled and passed the spring business of 1947. There is a good demand for both quickly maturing ornamentals and also for long-range maturing items. Our retail sales were good, with a heavy demand for foundation planting materials below \$5, which necessitated selling

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Stapled—Ready Now!



	Bands with Only 1000	Bands Bot-Only 1000
1 1/4 x 1 1/4 x 2 1/4	ins. \$3.60	\$5.20
1 1/2 x 1 1/2 x 2 1/2	ins. 3.70	5.40
2 1/4 x 2 1/4 x 2 1/4	ins. 3.90	5.70
2 x 2 x 2	ins. 3.70	5.60
2 1/2 x 2 1/2 x 3	ins. 3.90	6.00
3 x 2 x 3	ins. 4.25	6.40
4 x 1 x 3	ins. 4.90	6.80
3 x 3 x 3	ins. 4.70	6.80
4 x 4 x 4	ins. 5.50	7.75

PANSY BASKETS

	Per 100	Per 500	Per 1000
No. 1—One qt.	\$2.75	\$13.25	\$26.00
No. 2—Two qt.	3.00	14.75	28.00
No. 3—Three qt.	3.50	16.50	31.00

State how to ship—Freight, Express, Truck
All Prices F.O.B. Factory
3% cash with order—No C.O.D.

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Packed in 100-lb. bags	
2 to 19 (4-bu. bags).....	\$1.45
20 to 99 (4-bu. bags).....	1.50
F.O.B. Capac, Mich. Low prices on carloads, truckloads, bags or bulk. Economical!	Per bag

ORDER TODAY!

MICHIGAN PEAT, Inc.

267 Fifth Avenue

New York 16, N. Y.

small-size plants as well as shrubs, perennials and shade trees in small sizes.

"Winter damage occurred on evergreens that were in fields cultivated bare. Where cover crops of oats were sown early last September, winter damage was negligible.

"Prospects for fall, 1948, and spring, 1949, are good, with a good demand seen for finished and semi-finished stock in all varieties of ornamentals. Labor to handle planting and orders is more plentiful, but the price borders on the prohibitive level.

GARDEN CLUB SHRUBBERY PROTECTOR



SHRUB-GARD

An invention that protects your shrubbery from the menace of destructive corrosive action caused by dogs. Makes the dog's visit so uncomfortable that he keeps away, yet it is so constructed that it will not harm the dog. The SHRUB-GARD is a unit of steel spring wires that are flexible and will not tear clothing of passersby. Each SHRUB-GARD has three prongs and covers approximately two and one half lineal feet.

Harmless to dogs or humans.
Packed one dozen to a carton, weight 2 lbs.
Price \$3.00 per dozen retail.
Write for trade discount.

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Unnecessary fields must be cleaned of overgrown stock or allowed to go untended. Only productive and quickly moving stock will be grown by our firm in order to offset higher labor costs. Laborsaving transplanters are solving our labor problem to a great extent."

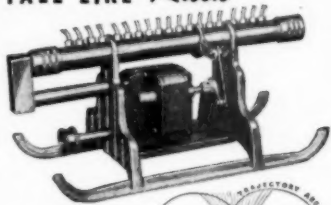
Severe Winter Injury.

Charles W. Hetz, Fairview Evergreen Nurseries, Fairview, Pa., writes that his firm has just concluded a record volume of business, in spite of the fact that last winter was the

ACME Shower Queen

"RAINS OVER ALL"

300 GALLONS PER HOUR
FALL LIKE *Rain*



3250 sq. ft.
RECTANGULAR
COVERAGE

Designed for Golf Greens — Now Available
for Domestic and Commercial Use!

The Shower-Queen design, construction and action in distributing water in a natural rain-like manner prevents rivulets, puddles and "bleeding" — all water is aerified as it is thrown into the air and broken up into drops. Trouble-free, centrifugal hydraulic motor operates oscillating shower bar. Simple hand adjustment regulates operating trajectory. Sled type runners for easy moving. 14½" long x 6½" wide x 6¼" high. Positively guaranteed.

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SISAL—¼-in. diameter and larger.

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worst ever experienced for winter injury. He reports:

"Ilex crenata varieties, rhododendron hybrids, leucothoe, boxwood, hemlocks, retinospora, Juniper communis types and Taxus intermedia were injured to the point that we could not fill orders for them. The bulk of the winter-injured stock will come back in one year, and the balance in two years, with the exception of a small percentage which was actually killed or injured too badly for it to pay us to try to bring them back.

"The season opened early here and by May was two weeks ahead of normal. The weather was good, and we made real progress, since we were able to hire more workmen than at any time in the past six years. Labor seems plentiful for summer work. Wages are the highest ever paid.

"Prospects are now good for full growth on evergreens here along Lake Erie, for we escaped expected frost injury to the early spring growth. The market on evergreens looks excellent for another season, with prices steady. The shrub market will not be so good, and prices will be lower. One wonders just what constitutes a price, for the value of the dollar is continually depreciating. Our business cannot take the shock of higher costs without advancing prices any more than other industries can, and we find almost all costs advancing, particularly wages and machinery.

"Our prospects are for another record crop for fall, 1948, and spring, 1949, especially in upright yews."

Price Resistance in East.

Albert F. Meehan, Thomas B. Meehan Co., Dresher, Pa., writes that business did not equal that of last spring as a result of the unfavorable weather and also reports increased resistance to prices on the part of customers, as follow:

"We found business this past spring to be fair and not so good as last spring, because of the long spells of wet weather which prevented us, as well as our customers, from doing any digging or gardening. Also, there was greater price resistance, since people did not seem to have so much money to spend on plants, other necessities taking a larger share of their budgets.

"Stock, in good varieties, is still scarce. Hybrid rhododendrons and azaleas, in large sizes, are almost off the market.

"The labor situation has not improved to any appreciable extent, and as long as the administration encour-

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CONTAINS
PhenolMercuricAcetateSolubilised



SEL-TOX, a selective Crab Grass Killer (containing PhenolMercuricAcetateSolubilised) is the latest step forward in the chemical control of Crab Grass... the most troublesome of lawn weeds. **SEL-TOX** not only kills but retards new Crab Grass growth. **SEL-TOX** can be used any time during the growing season — from "seedling" stage to "mature" growth without harming lawn grasses.

SEL-TOX is economical to use. The 16 oz. size makes 15 to 20 gallons and treats 1500 to 2000 square feet. Simply mix with water and apply with watering can or sprayer. (Complete directions on each bottle.)

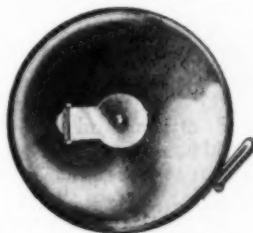
8 oz. \$1.00; 16 oz. \$1.50; one quart \$2.50;
half gallon \$4.50; one gallon \$8.00.

SEL-TOX
A Selective Crab Grass
Killer

A Product of

Nott Manufacturing Co.
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Cloth Tape for use where Steel Tape accuracy is not required.

50 ft. ea., 75c; doz., \$8.00
25 ft. ea., 60c; doz., 6.00

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Automatic Irrigation and Supplies

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New, Improved Automatic Sprinklers
\$35.00, F.O.B. Factory.

Sprinkler areas of 2,500 square feet with perfect distribution. Adjusted to reverse at any point. Write for literature.

JOHN RUST MFG. CO.
628 W. PATTERSON ST.
KALAMAZOO 53, MICH.

ages higher prices we cannot see lower ones for some time to come, unless our industry overproduces.

"We still expect to do a fair amount of business this coming fall, with a steady price, but higher costs of operation result in less profits."

Business Satisfactory.

Charles H. Perkins, president of Jackson & Perkins Co., Newark, N. Y., reports a satisfactory business season, but as in other sections of the country, the firm has experienced adverse weather conditions. He writes:

"We have just ended a fairly satisfactory season from the standpoint of sales. Demand was good for the items in which we specialize, such as roses, perennials, evergreens and shade trees. Our weather has been difficult during the whole spring season. We have had continuous rains and have been terribly hampered in our plantings.

"With the economic conditions throughout the country as they exist at present, we expect good business for another year in practically all lines. The difficulties that we have all run up against in procuring good help are bound to have their effect on the supply of stock for years to come. Expenses are continually going up, and prices on nursery stock should be maintained at present levels or go higher if nurserymen expect to operate at a profit.

"There has been considerable winter injury in the nursery this past winter, which we think was caused by the soft sappy condition in which evergreens went into the winter. The extent of the damage can be seen now in all kinds of taxus and arborvitae. Some deciduous items were also injured, and fruit trees, such as sweet cherries and numerous varieties of one-year-old apples, had to be cut back to the bud."

Rain in New York.

Although sales were about equal to those of last year, nursery operations were hampered by rainy weather, according to T. Schuyler Smith, president of W. T. Smith Corp., Geneva, N. Y., who writes:

"Business conditions the past spring in this vicinity were practically the same as a year ago. Extremely wet weather hampered all operations, and when it cleared up and all stock started out in leaf, more rainy weather followed, making it difficult to set our planting stock in the ground.

"Because of the apparent inability of the orchardists to market their fruit crop of last fall, the demand for fruit trees fell off considerably. We believe this same condition will exist



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Azalea and Camellia SPECIAL

Already famous for use on Azaleas and Camellias—Fast becoming the leading plant-food for use on Magnolias, Hollies, Gardenias, Rhododendrons, Kalmia, Tea Olives, Blueberries, Tuberous Begonias, Fuchsias, etc.

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BURLAP Nursery Squares

	Per 1000
24x24 ins.	\$50.00
28x28 ins.	57.50
30x30 ins.	60.00
32x32 ins.	62.50
36x36 ins.	65.00

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All prices F.O.B. Wooster, Ohio

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ARIENS TILLER THE ONLY TILLER WITH

- Full horsepower motor
- Standard two speeds—forward and reverse.
- Positive action, multiple disc clutch.
- Full sized 3/4 electric alloy steel tines.



ARIENS COMPANY • BRILLION, WIS.

for another year, so that it does not seem advisable to plant so much fruit as usual, although apparently some of the other firms are making large plantings.

"There was considerable damage this past winter to certain varieties of evergreens and shrubs, which was unusual, as they had not shown any tendencies to injury in previous years."

PLANT NOTES.

[Continued from page 20.]

tinues until they reach their ultimate height of eight or nine inches, giving the plant, like most willow herbs, a long blooming season. This variety is best grown from fall-sown seeds, and no doubt it could be propagated from divisions and cuttings.

Shade-loving Lathyrus.

The kinds of lathyruses which lack tendrils and which were formerly known as orobus form a group with-

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319½ Georgia St., Louisiana, Mo.

Loss and damage claims against railroad and express companies collected.

Freight bills audited.

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Well known to the nurserymen of the country.

Reference: Bank of Louisiana.

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RAISE PRODUCTION of workers as much as double; INCREASE WAGES and REDUCE COSTS of operations through wage incentives. STOP GUESSING! Establish selling prices from simple, easily maintained system that gives your costs per item. Highest references from outstanding commercial horticulturists. Moderate fees.

JOHN J. MCCARTHY
Consulting Industrial Engineer
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Vanderbilt 6-6890

in a genus of climbers and have more garden uses than their climbing relatives can hope to offer. A climber by its very nature is limited to situations which afford it support, although in rare instances it may be used as a ground cover. In the case of lathyrus species without tendrils, we find plants of many uses, some of them being adapted to shady situations. Among these plants Lathyrus vernus is a favorite with most gardeners who are acquainted with the plant. It is a favorite not only because of its clusters of bluish-violet flowers, but also because of its tufts of pretty legume foliage. The term shade lover should be qualified by the addition of the word partial, however, for one finds that although the plant will endure dense shade for years it will not bloom well if it does not receive some sun. Perhaps dappled shade

would be more nearly correct. At any rate, *L. vernus* is a fine ornament, its 8-inch tufts being lovely throughout the open season, and its blooming period, May and June in northern Michigan and probably earlier farther south, is a real event in its partly shaded nook. *L. vernus* is easily grown from seeds and is easy to transplant.

Another species, *L. montanus*, *Obolus luteus* of former days, with its shade-enduring qualities, would be my choice for some associations, especially where a 15-inch plant and yellow flowers would be more acceptable than the height and color of *L. vernus*. In addition, *L. montanus* has a later flowering period, usually coming into bloom here when *L. vernus* is fading. Although better known than either of the preceding plants, the black pea, *L. niger*, is the least desirable of the shade-enduring species that I know. That opinion is based on several factors, of which its apparent need for an acid soil, speaking from the standpoint of the gardener with a naturally alkaline soil, is not the least. Nor do its small red-purple flowers in June on stems up to two feet in height interest me much. If I were going in for purple vetches for shady situations, I should choose *L. arvensis* instead of the black pea. Its shade of purple is more pleasing, at least to me, and its height of one foot is better adapted to the role of an undercover plant for shady spots.

Campanula Petiolata.

Even though the western harebell, *Campanula petiolata*, is little more than a well marked geographical form of the cosmopolitan *C. rotundifolia*, it has more than the average amount of value found in most of the myriad forms which that species has assumed in its wide travels. And that sentence is not meant to take away any virtues from any *C. rotundifolia*, for they are all worthy, one of the worthiest of all bellflowers. Rather it is praise for one of the plant's better forms. Our present plant is among the most floriferous of the group that has been grown here, with large blue-purple bells on leafy stems up to twelve inches, more or less, in height. The stems are more leafy than our eastern forms, which makes the plant more definitely green and, consequently, a better garden ornament in some cases. *C. petiolata* has proved to be of easy culture in its several trials here under ordinary harebell treatment. Although most gardeners hear and read and some think that it is only another harebell, I have noticed that

NOW, You can get this BIG HAND TRUCK at once.

New, modern equipment now in use by hundreds of nurseries.

SAVE TIME and LABOR

Handle heavy jobs easier, faster, with fewer men. Get into places otherwise inaccessible to heavy equipment, without damage to established lawns.

HANDLES 40-inch BALL — 1500 lbs.



\$112.50, equipped with three ball-bearing wheels.

\$125.00, equipped with two tapered roller-bearing main wheels, ball-bearing wheel in swivel. Recommended when truck is to be used as dolly or trailer.

ALL prices F.O.B. Kansas City.

SPECIFICATIONS

- Specially designed curved nose.
- Electrically welded—strong, sturdy
- Equipped with three 4-ply 16-inch tires.
- Over-all width, 45½ inches.
- Over-all height, 7 feet 9 inches
- Weight, 175 lbs., including 19-ft. chain.
- Attractive, professional appearance.

Write for free illustrated folder.

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CLEAN—ODORLESS—SOLUBLE—POWDER

USE HYPONEX to grow bigger and better flowers and vegetables in poorest soil—even in sand, clinders or water. Excellent fertilizer for trees, shrubs, lawns and houseplants.

USE HYPONEX for top dressing, seedlings, cuttings and transplants. Produces strong root systems and stems, also more and larger flowers and fruit.

SELL HYPONEX to your customers. Nationally advertised.

1 oz. packet... 10c.—packed 72 to case—wt. 7 lbs.
3 oz. can... 25c.—packed 36 to case—wt. 12 lbs.
7 oz. can... 56c.—packed 24 to case—wt. 14 lbs.
1 lb. can... \$1.00—packed 12 to case—wt. 16 lbs.
10 lb. drum \$8—25 lbs. \$13—50 lbs. \$25—100 lbs. \$40
Commercial growers and dealers receive 33-1/3% discount from the above retail prices.

BUY HYPONEX from your jobber or send \$3 for 1 lb. (makes 100 gallons). \$3 credited on first order for 1 drum or case.

HYDROPONIC CHEMICAL COMPANY, Inc.
Copley, Ohio

they pick it out time and time again when they see it in a group of harebell forms.

LILACS.

[Continued from page 15.]

case when more than one color of lilac is set in the same planting hole to grow up as a single plant. Such bundling is not to be recommended.

The term lilac refers to almost any of the hundreds of available named varieties of *Syringa vulgaris* or common lilacs from southeastern Europe. It is the plant which typifies the name lilac in the popular mind. Probably the most typical is the loose-panicked lilac-colored *S. v. coerulea*, as it is listed by botanists. Other floral colorings were also discovered among uncultivated plants—white, reddish, violet and a double blue variety.

Against this background several

PROTECT WITH LIQUID WAX CRYSTAL NODRI

A liquid wax emulsion. Can be applied with brush or sprayer.

Used extensively to protect hemlock and other evergreens from winter injury.

Also retards loss of moisture after trees, plants and shrubs are transplanted.

Reduces mortality and extends planting season.

Crystal Soap & Chemical Co., Inc.

Department AN
6300 State Road, Philadelphia 35, Pa.

hundred garden varieties have been developed, chiefly by European plantsmen. They are often referred to as hybrid lilacs, but actually they are only selections made among seedlings of *Syringa vulgaris*, rather than being the result of crosses with other species. Numerous separate but indistinguishable seedlings have been introduced by different growers, and now the result is that when labels are lost it is next to impossible to know the clones with which one is dealing. Also, there is evidence that a great deal of the stock, exclusive of such great collections as those in the parks of Rochester, N. Y., and the Arnold Arboretum, is mixed or mislabeled.

Then, too, there seems little pop-

A. F. S. "Easi-Off" WOOD PLANT BANDS



Saves time and labor. Bands are removed without cutting; therefore the dirt ball and roots are not disturbed . . .

CAT.	Size in inches	Weight per 1000	Per 1000
No. M-310—1 1/4 x 1 1/4 x 2 1/4		12 lbs.	\$3.75
No. M-320—2 x 2 x 2 1/4		15 lbs.	4.35
No. M-340—2 1/4 x 2 1/4 x 3		20 lbs.	4.65
No. M-350—3 x 3 x 3		21 lbs.	4.95
No. M-360—3 x 3 x 4		32 lbs.	5.15
No. M-391—4 x 4 x 4		40 lbs.	5.60

Packed 1000 to the carton.
We do not break the cartons.

LIGHT WOOD FLATS

For handling and shipping our 1 1/4-inch and 2-inch sizes of Plant Bands.

	Per 100
M-370; holds twelve 1 1/4-inch Bands.....	\$2.95
M-390; holds twelve 2-inch Bands.....	3.30
M-392; holds twelve 2 1/4-inch Bands.....	3.95
M-393; holds six 3-inch Bands.....	3.85
M-394; holds six 4-inch Bands.....	4.25

Packed 100 to the carton. We do not break cartons. Shipped promptly from the factory in Michigan.

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Knives — Pruning Tools
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ular agreement as to which of the single and double-flowered varieties among the seven recognized color classes are outstanding. A notable move in the direction of resolving some of this confusion was made some years ago in a report by the organized botanic garden and arboretum workers, edited by John Wister and published by the Arthur Hoyt Scott Horticultural Foundation. Unfortunately, too little use seems to have been made of this report.

The list of first choices as revealed by Mr. Wister's survey is as follows: White, single: Vestale, Mont Blanc, Jan Van Tol and Marie Finon.

White, double: Edith Cavell and Ellen Willmott.

Violet: De Miribel, Cavour, Marechal Lannes and Violetta.

Blue and bluish: President Lincoln, Decaisne, Maurice Barres, Olivier de Serres, Emile Gentil and Duc de Massa.

Lilac: Marengo, Jacques Callott, President Fallieres, Henri Martin, Victor Lemoine and Leon Gambetta.

Pink and pinkish: Lucie Baltet, Macrostachya, Mme. A. Buchner, Katherine Havemeyer and Montaigne.

Magenta, or reddish-purple: Marechal Foch, Mme. F. Morel, Capitaine Baltet, Paul Thirion, Paul Deschanel and Mrs. Edward Harding.

Purple, or deep purple: Monge, Mrs. W. E. Marshall and Ludwig Spaeth.

The common lilac is represented in a hybrid group known as the hyacinth lilacs or early lilacs. As a whole, they bloom a week or two before the selected varieties of Syringa vulgaris and are more vigorous in their growth. Often they are listed erroneously as garden forms of the common lilac. A few desirable varieties in this class are Larmartine, single pink; Louvois, single, violet; Mirabeau, single, red-lilac; Necker, single, pale pink; Pascal, single, lilac, and Villars, single, pinkish-mauve.

THE post-office address of the May Nursery Co., which was formerly Route 14, Box 960, Afton, Mo., is now Route 14, Box 570, Afton 23, Mo.

W. J. ROBINSON, Norfolk Garden Center, Norfolk, Va., announced the arrival of a son April 25. Mr. and Mrs. Robinson are now the parents of three boys.

SHRUBS and flowers for a memorial garden, tribute of the congregation to a minister of Halton county, were provided by J. V. Stensson, Sheridan Nurseries, Ltd., Sheridan, Ont., Canada.

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Barberry.

2-yr. untr.

Per 1000

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12 to 15 ins.	60.00
15 to 18 ins.	80.00
18 to 24 ins.	100.00

Write for prices on 10,000 end up.

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Barberry.

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SPECIMENS.

10 100
rate rate

Canadian Hemlock.

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Greek Juniper.

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JUN. SQUAMATA MEYERI.

Meyer's Juniper.

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Pyramidal Arborvitae.

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3 to 4 ft., B&B	2.10	2.00
4 to 5 ft., B&B	3.10	3.00

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18 to 24 ins., B&B	1.30	1.20
24 to 30 ins., B&B	1.50	1.40

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★Upright Yew.

24 ins., B&B	4.10	4.00
30 ins., B&B	5.10	5.00
36 ins., B&B	6.10	6.00

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24 to 30 ins., B&B 4.10 4.00

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Plumosa Aurea.

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